

LIFE



AND MANY A LIGHTSHIP LAD

NOVEMBER 15, 1937 **10** CENTS

Enjoy your Holidays ...AWAY FROM THE KITCHEN



Be thankful for this MEAL-IN-A-MINUTE...
a new easy way to stretch holiday feasting

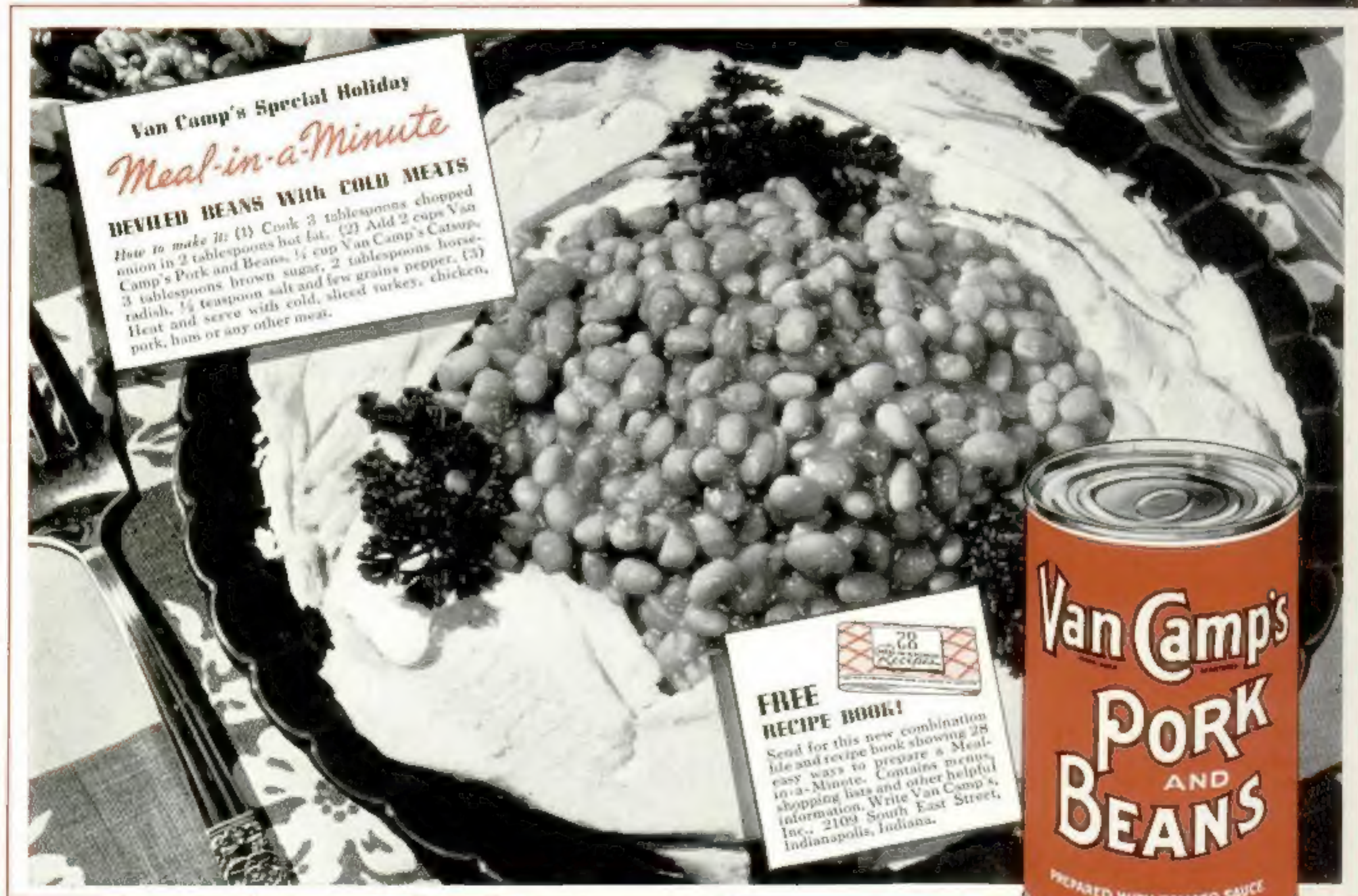
Don't let holiday cooking keep you tied to the kitchen. There is an easier, more modern way to enjoy delicious meals at very little cost.

No matter what you find in the refrigerator left over from yesterday's feast Van Camp's Pork and Beans, with their real tomato sauce, will make it tastier... more appealing.

After the game, a trip to the country or an afternoon with friends, serve this special holiday Meal-in-a-Minute...

Deviled Beans with Cold Meats. Taste the mealy, luscious goodness in Van Camp's. You'll agree they are far better and tastier than ordinary beans.

Grocers everywhere are featuring a complete assortment of Van Camp's foods. Buy a supply now and discover how easily and quickly you can prepare a tempting Meal-in-a-Minute. All Van Camp's table treats are economically priced... lower than most nationally advertised canned foods.



Van Camp's Special Holiday Meal-in-a-Minute

DEVILED BEANS WITH COLD MEATS

How to make it: (1) Cook 3 tablespoons chopped onion in 2 tablespoons hot fat. (2) Add 2 cups Van Camp's Pork and Beans, 1/4 cup Van Camp's Catsup, 3 tablespoons brown sugar, 2 tablespoons horseradish, 1/2 teaspoon salt and few grains pepper. (3) Heat and serve with cold, sliced turkey, chicken, pork, ham or any other meat.

FREE RECIPE BOOK!

Send for this new combination life and recipe book showing 28 life and easy ways to prepare a Meal-in-a-Minute. Contains menus, shopping lists and other helpful information. Write Van Camp's, Inc., 2109 South East Street, Indianapolis, Indiana.



Keep these Van Camp's table treats on your pantry shelf:
BEAN HOLE BEANS • SPAGHETTI • VEGETABLE SOUP • TOMATO SOUP • CHILI SAUCE • CATSUP

She caught cold on her honeymoon



BRIDE: Wouldn't you know? I'm catching cold! Guess I'll arrive saying, "Califordia, here I cub."

GROOM: What you need—pronto—is a laxative and something to help counteract acidity. If only . . .



PORTER: Pahdon me, fo' overhearin' yo', but Sal Hepatica does BOTH dose things. It's a min'ral salt laxative and it helps Nature counteract acidity, too. Las' trip, a doctah tole me.



GROOM: Well, honey, here's California. Got everything?

BRIDE: Everything except that cold. Let's tip that porter double for telling us about Sal Hepatica! Lucky for me he had Sal Hepatica on board!



A COLD COMING? DO 2 THINGS:

1. Cleanse the intestinal tract.
2. Help Nature counteract acidity.

Sal Hepatica does BOTH!

TUNE IN: Fred Allen's "Town Hall Tonight"—full hour music, drama, fun. Wednesday nights —N.B.C.—coast to coast.

This One



02AC-N85-72J8



*"When 6 Champions Win
on the Same Machine
—it's a Typewriter!"*

says George Hossfield—World's Typewriting Champion

George Hossfield, World's Typewriting Champion, discusses Underwood's sweeping victory in the 1937 Canadian National Exhibition Typewriting Championships with Grace Phelan, World's Amateur Typewriting Champion. All six events were won on Underwoods!

UNDERWOOD



at the Canadian National Exhibition International Typewriting Contest was

WON ON AN UNDERWOOD

- 1 World's Typewriting Championship (Professional), won by George Hossfield of West Englewood, New Jersey.
- 2 World's Amateur Typewriting Championship, won by Grace Phelan of Etna, Pennsylvania.
- 3 Canadian Amateur Typewriting Championship, won by Margaret Faulkner of Toronto.
- 4 Canadian Professional Championship, won by Gladys B. Mandley of Toronto.
- 5 Canadian School Championship, won by Gwyneth Belyea of Winnipeg.
- 6 Canadian Novice Championship, won by Gustave Seave of Winnipeg.



THE MACHINE OF CHAMPIONS

CHAMPION GEORGE HOSSFELD, at the conclusion of Underwood's clean sweep of all events in the Typewriter Championships at the Canadian National Exhibition, Toronto, Canada, made this significant statement: "When six champions entered in the same contest all win on the same machine—it's a typewriter!"

Yet the thing that really establishes the Underwood as "a typewriter" in the full sense of Hossfeld's meaning is its performance at the fingertips of those thousands of typists who use it in their every day work.

To these, Underwood speed means greater typing production—more work accomplished on time

and during regular business hours.

To these, Underwood accuracy means a better typing job that brings a thrill of satisfaction and a nod of appreciation from the boss.

To these, Underwood ease of touch means absolute freedom from finger and wrist weariness; while traditional Underwood stamina simply means that their machines won't fall down on the job.

You *can't* have a champion typist at every desk in your office. You *can* have a Champion Underwood. Telephone for a free trial. Every Underwood typewriter is backed by nation-wide, company-owned service facilities.

Typewriter Division

UNDERWOOD ELLIOTT FISHER COMPANY

Typewriters...Accounting Machines...Adding Machines...Carbon Paper, Ribbons and other Supplies
One Park Avenue New York, N. Y.
Sales and Service Everywhere

Underwood Elliott Fisher Speeds the World's Business

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One Park Avenue, New York, N. Y.

Please demonstrate the Champion Underwood Typewriter, without obligation to me.

Name _____

Address _____

City _____ State _____

L-13-14-37

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The Magnificent
DE LUXE EDITION of
MR. CURRIER AND MR. IVES
by Russel Crouse

FORMERLY \$5.00 - WITH 32 PAGE-SIZE
ILLUSTRATIONS IN FULL COLORS...

A **Gift** to YOU from the DE LUXE EDITIONS CLUB.
And Here Is How You Can Now Get **Other** Great Books
Like This, **Formerly \$5.00 to \$25.00**
In Exquisite New Editions, for **ONLY \$1.69 EACH!**

WILL you accept this beautiful book as a gift from The De Luxe Editions Club? We want you to have it as an example of the remarkable book bargains that Membership in this Club will bring to you. It costs you *nothing* to join now, while Charter Membership is still open!

Do not confuse this Club with those selecting, for the most part, new novels. Its purpose is entirely different. Briefly, its object is to take the great books of the world—"must" books that should be in every well-selected personal library—and to publish them in sumptuous new *De Luxe Editions*. And then to extend, *exclusively* to its own members, the privilege of purchasing them at one standard price of \$1.69—less than the cost of the average novel!

Books Formerly \$5 to \$25—for \$1.69

If you love beautiful books, are deeply interested in building up the kind of library that will mean as much to your children in the future as it will to you now, then the De Luxe Editions Club was really founded for you. And now that you may still obtain a Charter Membership free, you should hasten to join.

A Charming Panorama of the American Scene

—in the Most Colorful Period of Our History

This lovely book (a worthwhile value even at its former price of \$5.00) contains, in addition to its witty and delightful text, 32 superb full-page reproductions—16 in five colors and 16 in three colors. Handsome 4-color wrapper. Size 8 3/4 x 11 1/4. Straw-color Buckram binding, stamped in brilliant red, overstamped in gold.

Russel Crouse gives a unique panorama of the gaiety, customs, politics and progress of the nineteenth century with many humorous observations—also many of the tragic happenings.

The author's text, written with a profound knowledge of the American scene, and all the charm and humor that have marked his work in the *New Yorker* and elsewhere covers dozens of subjects that went to make up the America of the Nineteenth Century, from the days of the China packets to the final gesture of modern social and mechanical triumphs that was the Columbian Exposition.

Alexander Woolcott says, "Mr. Currier & Mr. Ives is the very kind of history I most enjoy reading." It will not only occupy a prominent and permanent place in your lifetime library but will provide many entertaining hours of reading.

Each book is worth owning, keeping, cherishing, both for its content and for its physical craftsmanship. De Luxe Editions average 6"x9" in size. Many are even larger. Most contain 500 to 600 pages—some even over 1,000 pages. Many are gorgeously illustrated in color by the finest artists. And every volume is complete, unexpurgated.

Typical of the many remarkable values are such recent De Luxe Editions as "Stories of the Great Operas," formerly in 3 volumes at \$10.50; Chaucer's "Canterbury Tales," in modern English, and with 25 full page drawings in color by Rockwell Kent, formerly \$25.00; "The Book of Old Ships," illustrated by the famous marine artist, Gordon Grant, formerly \$20; and "The Travels of Marco Polo," formerly \$5.

Similar values will be offered in forthcoming selections, all at the one standard low price, to Members only, of \$1.69 each, plus few cents postage!

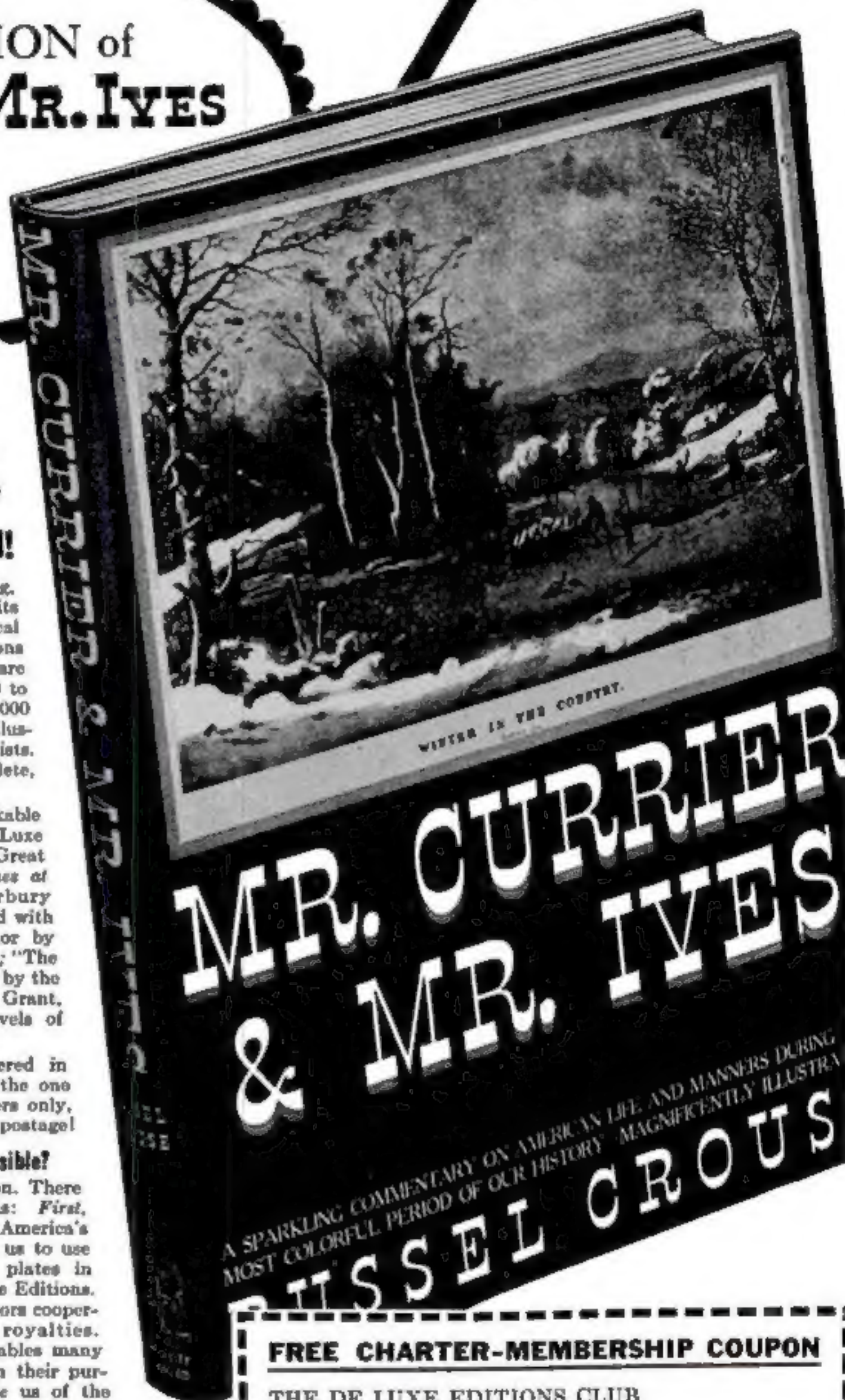
How Are Such Values Possible?

Of course you ask this question. There are three very simple reasons: *First*, special permission from America's leading publishers enables us to use the original, first-edition plates in printing these new De Luxe Editions. *Second*, contemporary authors cooperate by accepting smaller royalties. *Third*, this Club plan enables many people to band together in their purchases and thus to assure us of the quantity necessary to offer such values as these. Otherwise such immense savings would be impossible.

SEND NO MONEY

If such bargains appeal to you—if you would like to *spend less* for books and *have far more* to show for it—then accept Free a Charter Membership in the De Luxe Editions Club!

Send no money with the coupon here. Your free copy of "Mr. Currier and Mr. Ives" will be sent to you at once. With it will come the current month's bargain selection and the current issue of the Club's "Folio"—a monthly magazine of interest to all book lovers. The "Folio" is free to Members exclusively. Each month it tells unusual facts about the current Book Selections. And it reviews the coming month's selection as well. Thus Members always know *in advance* what the next month's book will be. Your subscription to the "Folio" will begin at once, without cost. Mail the coupon without money, now! **THE DE LUXE EDITIONS CLUB**, Dept. L11, Garden City, New York.



FREE CHARTER-MEMBERSHIP COUPON

THE DE LUXE EDITIONS CLUB
Dept. L11, Garden City, N. Y.

Please enroll me free as a Charter Member and send me each month the member's exclusive publication, *THE FOLIO*, which reviews the current and forthcoming selections. My membership will bring to me each month for an entire year the Club's De Luxe Selection—a book that formerly sold for \$5.00, \$10.00 or even more—but which I am to have for only \$1.69 plus a few cents postage.

In consideration of my enrollment as a Charter Member at this time you are to send me at once, *absolutely free*, my gift copy of "MR. CURRIER & MR. IVES," by Russel Crouse.

Name.....

Address.....

City..... State.....

IT STARTS
quick as a wink...

IT STARTS
quick as a cat...

IT STARTS
quick as a flash...

IT STARTS
quick as a whippet...

Illustrated: De Loxe
Ink-Vue for men—
its visible ink feature
tells you when to re-
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erald-ray, copper-ray
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Inks in the convenient "Tip-
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... you get
every drop.



An Iridium-tipped Super-Point of 14-K gold that undergoes 80 separate manufacturing operations and then is finally hand polished under a magnifying glass, makes Waterman's a *fast-starting* pen. Other Waterman's features make it ever dependable, enjoyable to use. Ask your dealer to show you this pen of TOMORROW, today!

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THE GIFT THAT PERPETUATES TREASURED MOMENTS...

Filmo \$55
MOVIE CAMERA

AS LITTLE AS \$11 DOWN

For Beautiful Full-Color or Black-and-White Movies!

Thousands of gifts in one... ideal vacations, breath-taking beauties of nature, joyous house parties, glimpses of friends, the high spots of life recorded in *action* to relive at will... all this you give to a friend, a loved one, or yourself with a Filmo movie camera.

To make *good* movies, you must have a *good* camera. That's why the Filmo is made with the same 10,000th-of-an-inch precision as the famous Bell & Howell Hollywood professional equipment. Yet Filmo is easy to use. The film literally drops into place. The lens requires no focusing. The subject is always seen clearly through the spyglass viewfinder, and *what you see, you get*. Anyone can use Filmo and be proud of the movies he takes.

Filmo uses the inexpensive 8 millimeter film, reducing movie cost to the still-picture level.

Palm size, Filmo slips into a pocket or hand-

bag; is the world's smallest, handiest quality movie camera. It will make slow motion movies too, and animated drawings, maps, and titles. Its F 3.3 lens is capable of fine color or black-and-white movies indoors as well as out, without extra gadgets. Only \$55—time payments if you wish. Other Filmo models from \$65 to \$1155, at camera stores everywhere. Bell & Howell Company, Chicago, New York, Hollywood, London. *Established 1907.*

INTERESTING BOOK: How easily and economically the most inexperienced can have theater-quality movies is told in "How to Make Inexpensive Personal Movies." Mail the coupon.



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BELL & HOWELL

GIFT FROM THE GAY '90's..



Bike for 2

Tandem bicycles were the rage. "Diamond Jim", Delmonico's, Lillian Russell were names in the news. That's when delicious Cream of Wheat made its gay '90's debut. And a great new breakfast enthusiasm was born. This remarkable hot cereal is a blend of the best hard wheat from the finest growing areas. Today 3½ million bowls are eaten every morning!

Boston Strong Boy

John L. Sullivan, who defeated Kilrain in 75 historic rounds, was the longest-reigning American heavyweight (1882-1892). If anyone ever burned up bodily energy, it was "John L.". But modern youngsters outpoint him! They daily burn up more energy for their size than this last of the bare-knuckle battlers. Lucky for them Cream of Wheat is so brimming with needed food energy!



Growing up is the world's most important job. Let Cream of Wheat help. Your doctor will undoubtedly tell you how easily this hot cereal is digested, and what a factor it is in promoting children's weight gains. Its quick food energy gives lots of gimp for work and play. Order some today!

Here's Economy!

Over 50 servings in each large package, at a cost of less than 1½ cent each!



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LETTERS TO THE EDITORS

Alexandria

Sirs:

We note Oct. 25 issue of LIFE, page 37, showing picture of home John L. Lewis has purchased here. Your statement as to Alexandria being a suburb of Washington is in error. We are an independent city of 35,000 persons with a history of two hundred years. We were a city before Washington was laid out. I am sure your magazine desires to print only true facts, so we are asking you to correct this statement.

M. E. GREENE
Business Manager

Alexandria Chamber of Commerce
Alexandria, Virginia

Sirs:

Alexandria is not a suburb of Washington. It is across the Potomac River, five miles below Washington. People from Washington and other places have found considerable charm in many of Alexandria's old homes and have moved here to live.

Alexandria is one of the most historic cities in this country.

C. FRED. SCHREINER

Alexandria, Va.

Old and independent though Alexandria is, Washingtonians regard it as a suburb, laugh long and loud when vaudeville actors make local jokes about it.—ED.

"Life Goes To A Party"

Sirs:

Thanks for the lovely spread you gave my boys and myself (LIFE, Nov. 1). In appreciation, Harry James and I have written a song called *Life Goes To A Party* (see below).

One trifling error has crept into your story, however. Lionel Hampton and Teddy Wilson, the two colored boys, are not members of my band. They are soloists who play with Gene Krupa and myself, in the trio and quintet.

BENNY GOODMAN

New York, N. Y.

Tank & Air

Sirs:

On page 90 of LIFE, Oct. 25, there is a photograph of a 250-ton floating derrick lifting a tank. There is an accompanying statement that the tank is filled with compressed air for buoyancy.

Under conditions of constant volume and temperature, greater pressure would result in greater weight. This would cause the tank to displace more water when afloat and sink lower. Possibly this is the result desired but is the opposite of buoyancy.

J. M. LABBERTON

Assistant Professor of Mechanical Engineering

New York University
New York City

Sirs:

LIFE is ordinarily accurate, even to a reader of picayunish taste. Is it not true that the tank would have been more buoyant with air at ordinary atmospheric pressure or, better still, if converted into a vacuum?

MELVIN DE GROOTE

St. Louis, Mo.

Sirs:

Are you sure the air was not exhausted from the tank?

L. C. BALDWIN JR.

Chicago, Ill.

continued on p. 8

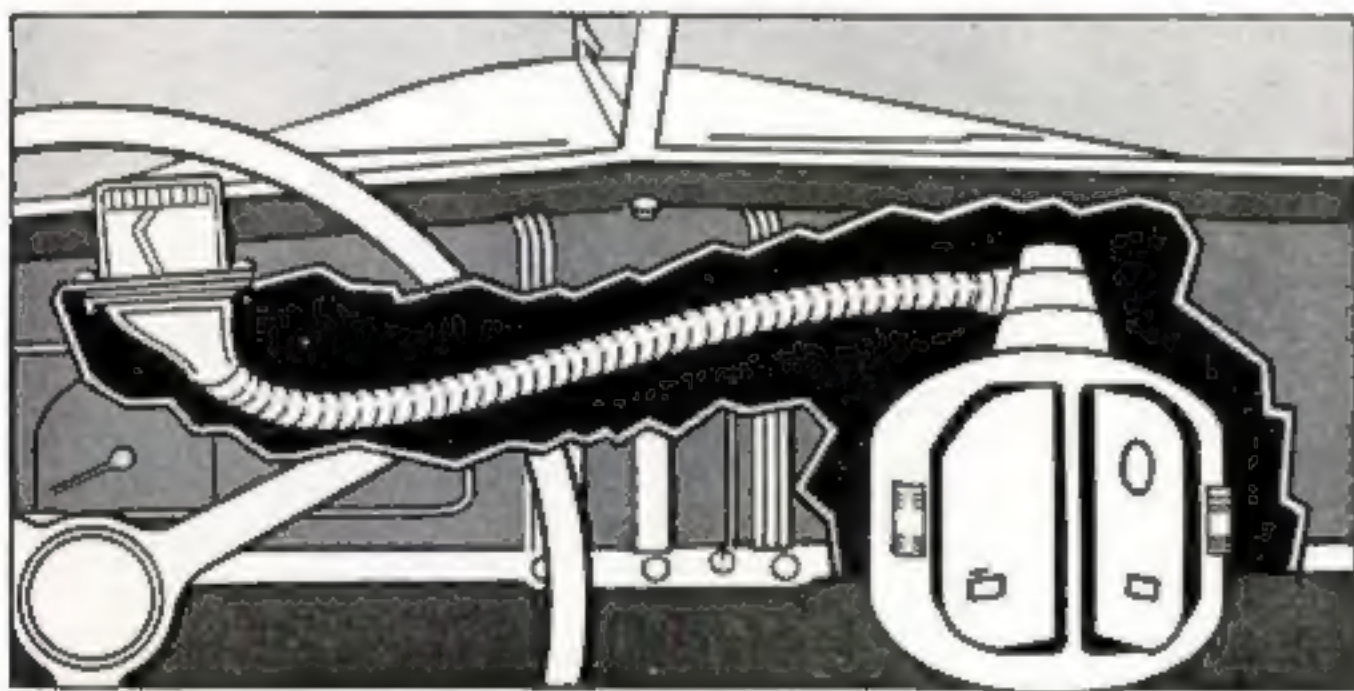
Life Goes To A Party by Harry James
Benny Goodman



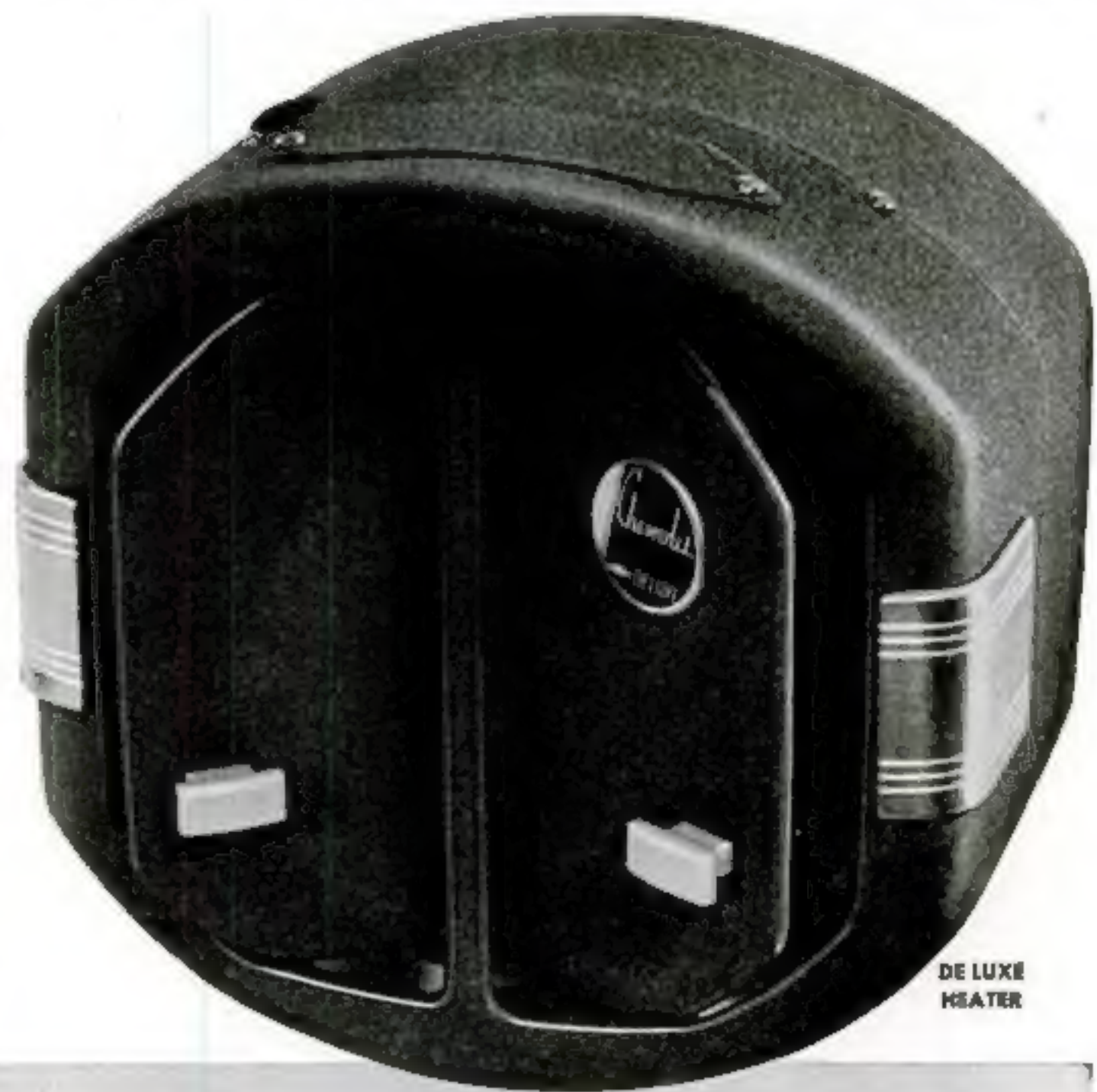
BUY EVERYTHING AT **HEADQUARTERS FOR WINTER ACCESSORIES** - YOUR CHEVROLET DEALER

Don't let cold weather catch you unprepared for safe, comfortable winter driving! Go to Headquarters for Winter Accessories—your Chevrolet dealer. In one trip, choose, and have installed, everything that will bring you and your family real driving comfort and protection on the coldest days. Buy a Genuine Chevrolet Hot Water Heater—the 5-way heater that gives you heat for the front seat; heat for the rear seat; heat for your feet; heat for defrosting the windshield—and heat in volume to suit all degrees of cold! Remember, Genuine Chevrolet Winter Accessories are custom-built for your Chevrolet car—your guarantee of quality and satisfaction. Select, now, the accessories you need. Get them at low, attractive prices from your Chevrolet dealer.

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICH.



For maximum safety, buy your heater equipped with the new Chevrolet Safety Defroster. Available in single and double outlet types.



DE LUXE
 HEATER

THIS NEW 5-WAY HEATER GIVES YOU
 ALL THE HEAT YOU WANT WHEN YOU WANT IT





**EVEN AT
215° BELOW**

**"ZERONE" anti-freeze
would protect!**

SCIENTIFIC TESTS prove that "Zerone" anti-freeze can keep water from freezing solid even at 215° below zero. You'll hardly meet weather that cold, but you may be sure that "Zerone" can protect your radiator no matter how cold it gets. "Zerone" is so effective you need *less* of it for complete radiator protection. Just follow directions on chart or can.

Tests also show that a mixture of "Zerone" and water passes off engine heat better than water alone, actually *improving* engine performance.

In a clean cooling system, "Zerone" conditions metal parts, prevents formation of rust and corrosion.

Made by Du Pont . . . Only \$1 a gallon, 25c a quart. Drive in

where you see the "Zerone" banner that tells you the dealer is "Glad to serve you!" Let him give you complete radiator protection. Du Pont, "Zerone" Division, Wilmington, Delaware.

**COSTS ONLY
\$1.00
A GAL.**

SLIGHTLY HIGHER WEST OF ROCKIES

MADE BY

DU PONT

ZERONE - The fastest-growing
anti-freeze

LETTERS TO THE EDITORS

(continued)

Sirs:

The tank may have been filled with compressed air, but not for buoyancy. A tank full of compressed air weighs more than one full of uncompressed air.

J. WILSON

Flushing, N. Y.

Sirs:

I object violently!

EDWARD SCHOTTLAND
New York City

Sirs:

I don't understand it. Can you clarify things?

E. CHESTER SEEWALD
Washington, D. C.

To scores and scores of physicists, professional and amateur, LIFE's thanks for letters on this subject. LIFE was literally right in that the tank was filled with air compressed to 25 lb. per sq. in., technically wrong in that this was done for buoyancy. The purpose of the compressed air was to notify engineers of any leak in the tank and to hold the water out until repairs could be made. It made the tank heavier but not enough to matter.—ED.

Daugherty's Murals

Sirs:

In LIFE, Oct. 25 issue, I found a most interesting reproduction of some of James Daugherty's Murals of America. I thought you might be interested to learn that Mr. Daugherty was given recognition in 1914 or 1915 by the New York Herald when I was Sunday editor. His contributions I found most original and they were printed full newspaper page size in the Herald's Sunday magazine. I think I printed at least four and probably more. This was 23 years ago and you may well imagine that conventional persons, whether artists or not, were critical of Mr. Daugherty. Mr. James Gordon Bennett at the time scribbled one of his blue-pencil notes to me with this one sentence, "What's it all about?"

Incidentally, as I recall it, Mr. Daugherty was sent to my office by Mr. Moore S. Achenbach, now of the San Francisco office of McCann-Erickson Agency.

One more "incidentally" and I am through. If and when you have someone look through the files of the Sunday Magazine of the New York Herald of 1914 and up to August 1915, you will discover another effort at expression which caused amazement among the readers of the Sunday Herald, and aroused the ire of Mr. Bennett. I refer to several vivid and puzzling drawings by Edward F. Naulty. I recall them as geometrical designs, principally circles. The making of the color plates for these drawings proved intensely interesting to the photo-engraving department. My recollection is that Mr. Naulty, in accompanying articles, ventured to prophesy certain things which later took place, among them being a prediction that the dance

(continued on p. 11)



The next best place
to home any cold day



Is inside an
**ARVIN-HEATED
CAR!**

DEFROSTS THE WINDSHIELD



Cyclonic-Power Defroster System spreads a blast of warm air over windshield to keep it free of ice, snow, steam.

CIRCULATES MORE HEAT



New high-heat-wave radiator and powerful motor-fan unit circulates over 50% more heat throughout the car.

WARMS THE FEET



Foot-warmer outlets drive a portion of heat downward in opposite directions for extra comfort.

More than a conventional car heater, the new Triple-Duty Arvin has a built-in heat distributing system that does the 3-way job of defrosting, foot-warming and circulating more heat in car. Special Duo-Flow model for Ford V-8, Tailor-Fit models for General Motors and Chrysler-built cars. Model shown,



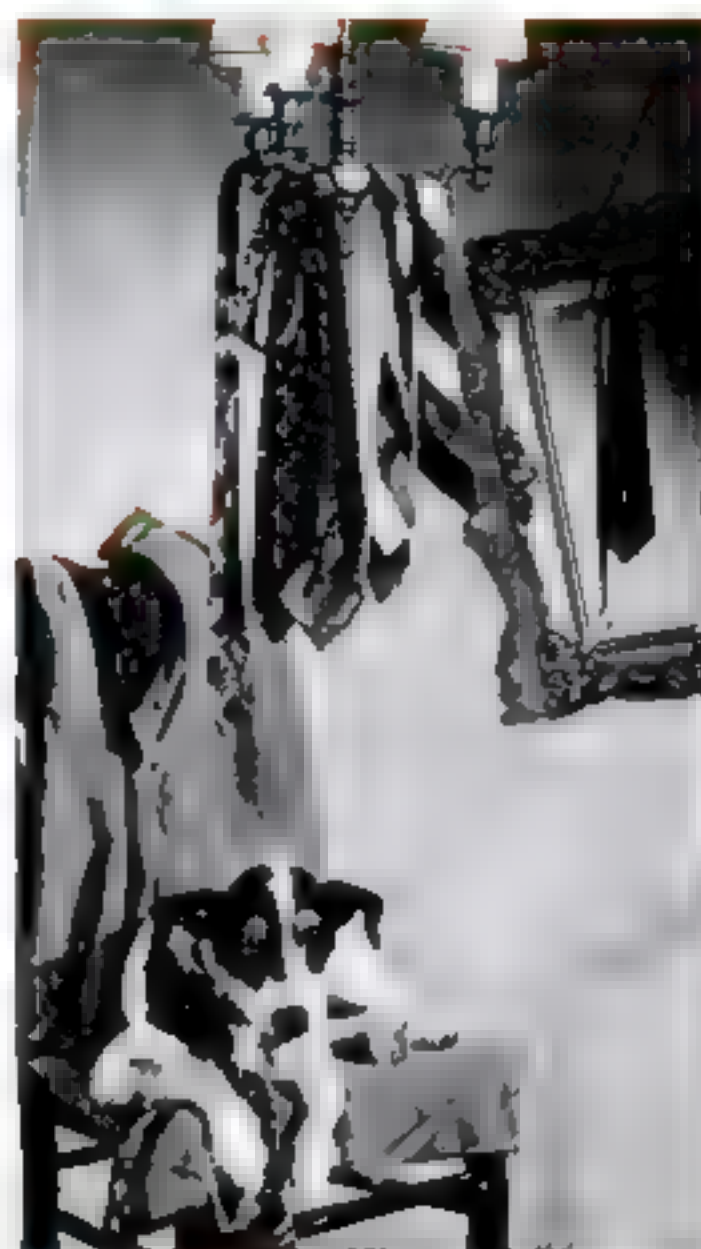
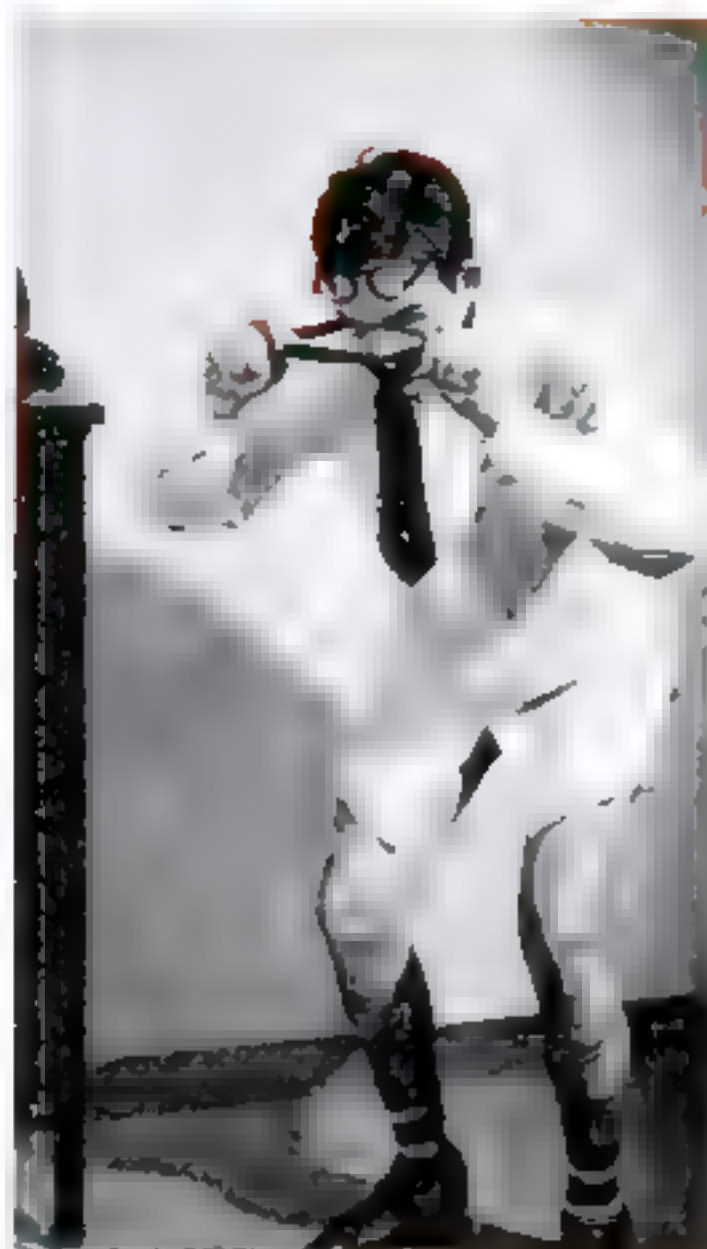
\$15.95, with two defroster and two foot-warmer outlets. Defroster fittings slightly extra.

Genuine Arvins for all cars as low as \$9.95

NOBLITT-SPARKS Industries, Inc., Columbus, Ind.
Makers of Arvin Phantom Filter Radios for Car & Home
Cole Thermostats Assure Maximum Efficiency

Triple Duty ARVIN
CAR HEATING SYSTEM
with Cyclonic-Power Defroster

ARROW REVEALS HOW TO GET THE MOST MILEAGE OUT OF A TIE



- 1 Arrow now makes neckties—mighty handsome ties—exceedingly long-wearing ties. Especially if you do a few things that will increase the wear of *any* tie. For instance, never tie the knot so tight it needs a sailor to undo it.
- 2 And always untie your tie in reverse of tying process. Don't untie it by just pulling the short end, or half untie it and slip it over your head.
- 3 A good tie like Arrow deserves better treatment than to be thrown about willy-nilly. Hang it away on its own rack (ordinary coat-hanger will do). Or put the overworked part of your tie to sleep between a couple of books.
- 4 Have enough ties so they can rest up between wearings. Don't work your "pets" to an early death. Arrow helps you by offering such beauties to choose from that *all* your ties can be "pets," none overworked.



Arrow's most recent contribution to glorify the masculine neck is . . . the *Arrow Necktie*

These ties are beneficiaries of Arrow's far-flung style scout system . . . are woven on America's finest looms. . . are tailored in the same Arrow building in Troy where Arrow Shirts are made, and where superb tailoring has become a proud tradition . . . and are blessed with several patented Arrow features.

They're really something new in neckwear. You ought to see them



IF IT HAVN'T AN ARROW LABEL
IT ISN'T AN ARROW TIE

\$1.00 and \$1.50

These Arrow Ties (just a few of many, many colors, patterns, fabrics) cost only \$1 and \$1.50.

They're genuine, Grade A bargains at that price Cluett, Peabody & Co., Inc., Troy, New York

THE GIFT THAT SOLVES THE BURNING QUESTION



THERE need be no doubt in your mind as to what to give any lady who is going through life without a Toastmaster Toaster. For this is the last word in toasters. Its styling is so brilliant that it comes to the dining room table with perfect aplomb. And once there, its performance is as capable and dependable as a good timepiece, which indeed it is in a sense, since its Flexible Timer makes every slice of toast pop up to the king's taste—toasted as each member of the family

likes it best. Give at least one Toastmaster Toaster this Christmas and be assured of a heartfelt shower of thanks. On sale, with other fine Toastmaster Products, wherever quality appliances are sold.

FREE! "The Party's On"—A new and interesting booklet on entertainment ideas and games for young and old. Ask for your copy wherever Toastmaster Products are sold, or write direct to: McGraw Electric Company, Toastmaster Products Division, Dept. 112, Minneapolis, Minn.

European Sales Office: Frank V. Magrini, Ltd., Phoenix House, 19-23 Oxford St., London, W. 1, Eng.

TOASTMASTER

Toaster



TOASTMASTER PRODUCTS—2-slice fully automatic toaster, \$16.00, with choice of Hospitality Trays, \$19.95 or \$23.50; 1-slice fully automatic toaster, \$10.50, Junior toaster, \$7.50, automatic Waffle-Baker, \$12.50



• **UNDERWOOD** specializes in a few distinctive kinds of soups. Each is outstanding in its home-style flavor and goodness. Take for instance:

BLACK BEAN SOUP

Rich, full-bodied, velvet smooth. Serve with slices of egg and lemon. . . . Some gourmets add a dash of sherry.

PURÉE MONGOLE

A rich purée of green split peas and tomatoes with julienned vegetables. (Don't dilute it if you like a thick soup at its best.)

CONSOMMÉ MADRILENE

This sparkling clear tomato-consommé may be served either hot or cold. It's delicious either way.

NEW ENGLAND CHOWDERS

Underwood's three famous chowders—Fish, Clam and Quahaug—all follow old Yankee recipes and are made with fresh New England fish, clams and quahaugs (hard shell clams) as their chief ingredients. Potatoes, onions and all the fixin's are added, of course.

If your grocer hasn't the ones you want, let us send you any or all of these delicious soups



UNDERWOOD SOUPS

WM UNDERWOOD COMPANY
Watertown, Mass. — Dept. L-1113

Please send me items marked below
for which I enclose amount indicated.

BLACK BEAN SOUP	16-oz. can	17c	<input type="checkbox"/>
PURÉE MONGOLE	16-oz. can	17c	<input type="checkbox"/>
CONSOMMÉ MADRILENE	13-oz. can	15c	<input type="checkbox"/>
QUAHAUG CHOWDER	16-oz. can	17c	<input type="checkbox"/>
CLAM CHOWDER	10-oz. can	10c	<input type="checkbox"/>
FISH CHOWDER	10-oz. can	10c	<input type="checkbox"/>

City _____ State _____

MADE BY THE MAKERS OF
UNDERWOOD DEVILED HAM

LETTERS TO THE EDITORS

(continued)

ing crass would sweep America. I think that in the series there were tinges of astronomy, astrology and other related concomitants.

At any rate, LIFE's reproduction of Mr. Daugherty's murals started a train of thought which took me back to New York days, when Sinclair Lewis and Julia Collier Harris (Mrs. Julian LaRosa Harris) were writing book reviews under the direction of W. E. Woodward, who later wrote that notable book *Bunk*.

JULIAN LAROSE HARRIS
The Chattanooga Times
Chattanooga, Tenn.

Sutherland At Rest

Sirs:

I am of the opinion that Justice Sutherland, as pictured in the Oct. 25 issue of LIFE, is completely at rest and not of the assumption that he is deep in thought over some constitutional case. I have learned that four out of five men find a barber chair relaxing because of the adept fingers of the barber in soothing the nerves.

As proprietor of a barbershop, I find my subscription to LIFE a valuable asset in satisfying the demands of our clients in keeping up to date on world events as pictured in your inimitable magazine.

VICTOR TETREAU
Lowell, Mass.

Pastime For Comics?

Sirs:

With George M. Cohan's *I'd Rather Be Right* (LIFE, Oct. 25) and Eddie Cantor's *All Baba Goes To Town*, it seems that making fun of Our President and Government is the latest American pastime, our newest parlor game.

I am one American that fails to see anything funny about our President or his policies. It seems some of our comics (and others) are just finding that we have freedom of speech, and it is going to their heads.

If they think Our Government is funny they should try Hitler's or Mussolini's, and let's hear them laugh that off.

MISS LEE ORB
Seattle, Wash.

Rodgers & Hart

Sirs:

In your pictorial spread on the new George M. Cohan show, *I'd Rather Be Right*, I noticed that you neglected to give credit to Richard Rodgers and Lorenz Hart, who wrote the music and lyrics for the play.

Inasmuch as the score is one of the most important elements of a musical comedy, I do think that your oversight in this instance should be corrected.

I am one of the fortunate ones who witnessed the production in Boston, and was so impressed with the superb music that I firmly believe these brilliant composers should be given every recognition possible.

IRENE HABER
Bronx, N. Y.

The girls thought he was PIXILATED



Jockey SPORTSMAN UNDERTOGS

BY

Coopers

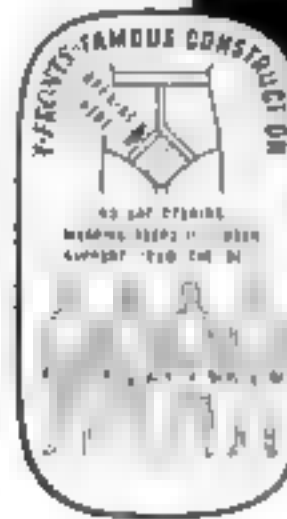
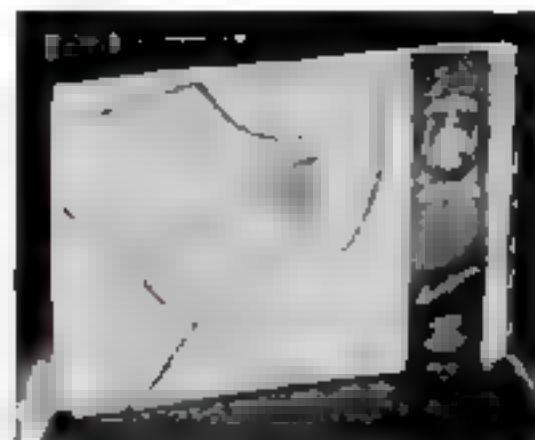
Would Relieve the SITUATION

• No wonder they thought him pixilated. He squirms. That's because his underwear—fitted only at the waist—has bunched up and is binding him at the crotch. He *could* have been comfortable in smooth-fitting Jockey Sportsman Undertogs by Coopers.

Every man who enjoys winter needs Jockey Sportsman Undertogs for his Christmas. They make the out-of-doors more enjoyable. At the football game—out hunting—at winter golf or skating—Long-length Jockey Sportsman Undertogs (with the famous Y-Front opening) are close friends. No creep, no bind, no buttons. They end squirming! They end shivering, too! And they fit *everywhere*!

Christmas Suggestion

Every man needs one or two sets of Jockey Sportsman Undertogs in his winter wardrobe (25% wool, medium weight). Tops (with short sleeves) and Long-tights, \$3.00. Other weights and lengths for your selection, including cotton and wool mixtures.



Varied lengths.
Dealers' names
on request.

Jockey Y-FRONT UNDERWEAR

BY

Coopers

KENOSHA, WISCONSIN • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • SEATTLE
In Canada: Made and Distributed by MOODIES, HAMILTON, ONT.

SHOES SAVE HOTEL MAN



Book-Cadillac's
Catering Manager
Gets Back On His
Youthful Feet...

"I'm on my feet long hours at a time," said Matt Kiwert, Asst. Manager in charge of catering for Detroit's Book-Cadillac, "making sure that our guests receive the best of food, properly served."



"I thought my feet could take it, but I began to slow up—every step became a labored, painful process. Then one day a hotel guest, noticing my difficulty, told me about your shoes... said they'd put me back on my feet."



"Under his urging I bought a pair of your good-looking Wright Arch Preservers—and believe me I'm eternally grateful... For in them my feet are now strong and healthy—and I feel better all over... in fact, I'm a new man."



REMEMBER—your feet can either help or hinder your success in life. If you are now suffering from foot aches and pains you are suffering needlessly, perhaps endangering your future. For thousands of other active men like Mr. Kiwert have found their way to reassuring comfort in Wright Arch Preserver Shoes. Even if your step is now brisk and buoyant, the four patented features of Wright Arch Preserver Shoes will keep it that way—today and tomorrow. At the same time, you'll have the best-dressed feet in town. Send the coupon today for free booklet, "New March-of-Style Models."



WRIGHT ARCH PRESERVER SHOES FOR MEN

E. T. WRIGHT & COMPANY, INC. — Dept. L-3 — Rockland, Mass.

Gentlemen: Please send me free booklet, "New March-of-Style Models."

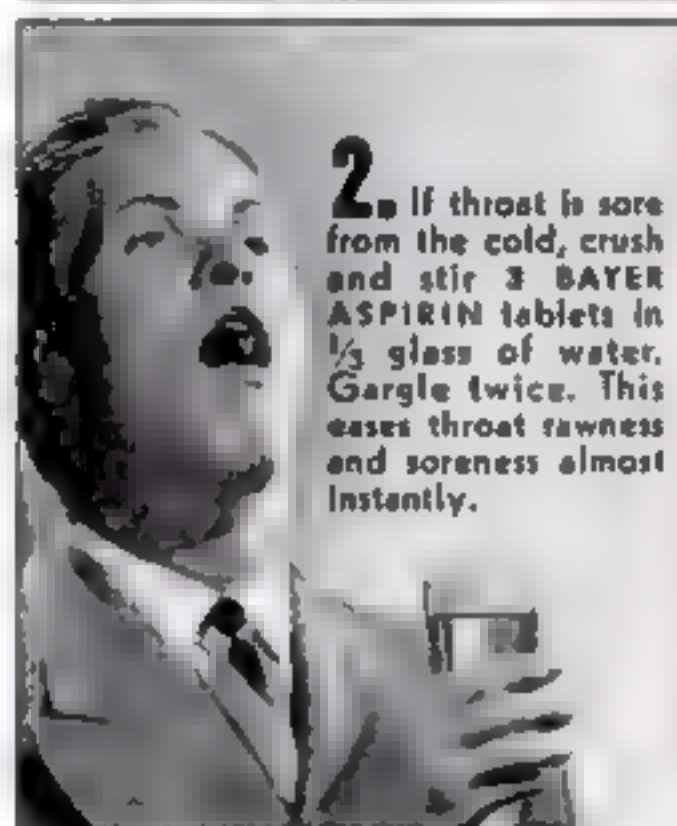
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Sore Throat Pain due to COLDS

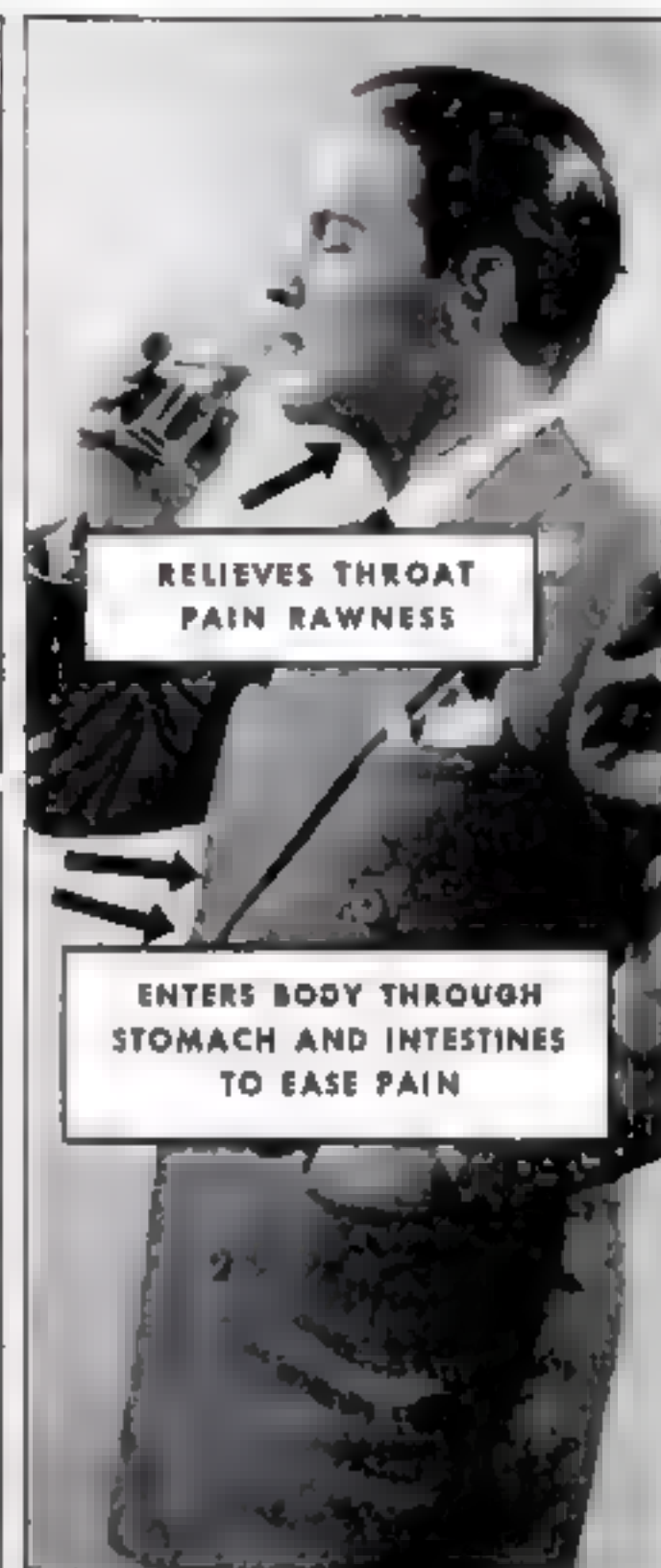
Eased Almost Instantly



1. Take 2 BAYER ASPIRIN tablets and drink a full glass of water. Repeat treatment in 2 hours.



2. If throat is sore from the cold, crush and stir 3 BAYER ASPIRIN tablets in 1/2 glass of water. Gargle twice. This eases throat rawness and soreness almost instantly.



RELIEVES THROAT
PAIN RAWNESS

ENTERS BODY THROUGH
STOMACH AND INTESTINES
TO EASE PAIN

How Genuine Bayer Aspirin Aids In Easing Throat and Body Pain—Reducing Fever

The speed with which Bayer tablets act in relieving the discomfort of colds and accompanying sore throat is utterly amazing... and the treatment simple and pleasant. This is all you do.

Crush and dissolve three genuine BAYER ASPIRIN tablets in one-third glass of water. Then gargle with this mixture twice, holding your head well back.

This medicinal gargle will act almost like a local anesthetic on the sore, irritated membrane of your throat. Pain eases promptly; rawness is relieved.

And—when you use this Bayer Aspirin treatment you are acting on medical experience.

For, instead of unknown remedies you are using a remedy known to doctors throughout the world—a daily stand-by in millions of families.

Use this way regularly to ease the pain of sore throat accompanying a cold. We believe your doctor will approve it. You will say it is remarkable. And the few cents it costs effects

a big saving over expensive "throat gargles" and strong medicines.

When you buy, see that you get genuine BAYER ASPIRIN by asking for it by its full name—"Bayer Aspirin"—not the name "aspirin" alone.

THE REASON BAYER ASPIRIN WORKS SO FAST

Drop a Bayer Aspirin tablet into a tumbler of water.

By the time it hits the bottom of the glass it is disintegrating.

This speed of disintegration enables genuine BAYER Aspirin tablets to start "taking hold" of headache and similar pain a few minutes after taking.



VIRTUALLY 1¢ PER TABLET NOW YOU GET 24 TABLETS FOR ONLY 25¢

The most beautiful thing on wheels **AGAIN OUTVALUES THEM ALL !**

AMERICA DISCOVERS THAT PONTIAC'S NEW

SAFETY SHIFT GEAR CONTROL*

DOUBLES DRIVING EASE!



**THE LATEST AND GREATEST FEATURES
OF AMERICA'S FINEST LOW-PRICED CAR**
NEW SAFETY SHIFT GEAR CONTROL* (optional at slight
extra cost) • NEW SILVER STREAK STYLING • NEW
CLUTCH PEDAL BOOSTER • NEW SAFETY STYLED
INTERIORS • NEW BATTERY LOCATION • PERFECTED
KNEE-ACTION RIDE • IMPROVED CENTER-POINT
STEERING • BIG-CAR WHEELBASE (117" on Six, 122"
on Eight) • TRIPLE-SEALED HYDRAULIC BRAKES
UNISTEEL BODIES BY FISHER

TWO GREAT RADIO PROGRAMS "News Through a Woman's
Eyes" every Mon., Wed., and Fri. at 2 p.m., E.S.T., Columbia
Network. "Varsity Show"—direct from the leading college campuses
every Friday night, NBC Blue Network at 9 p.m., E.S.T.—
8 p.m., C.S.T.—7 p.m., M.S.T.—6 p.m., P.S.T. TUNE IN!

GENERAL MOTORS TERMS TO SUIT YOUR PURSE

SOMETHING NEW has come to motoring . . . some-
thing that makes driving twice as easy, twice
as pleasant, twice as safe! Its name is Safety Shift
Gear Control, and here are some of its results: It
completely clears the front floor—giving all three
passengers foot-room in plenty. It speeds up and
simplifies shifting—adding to getaway, letting you

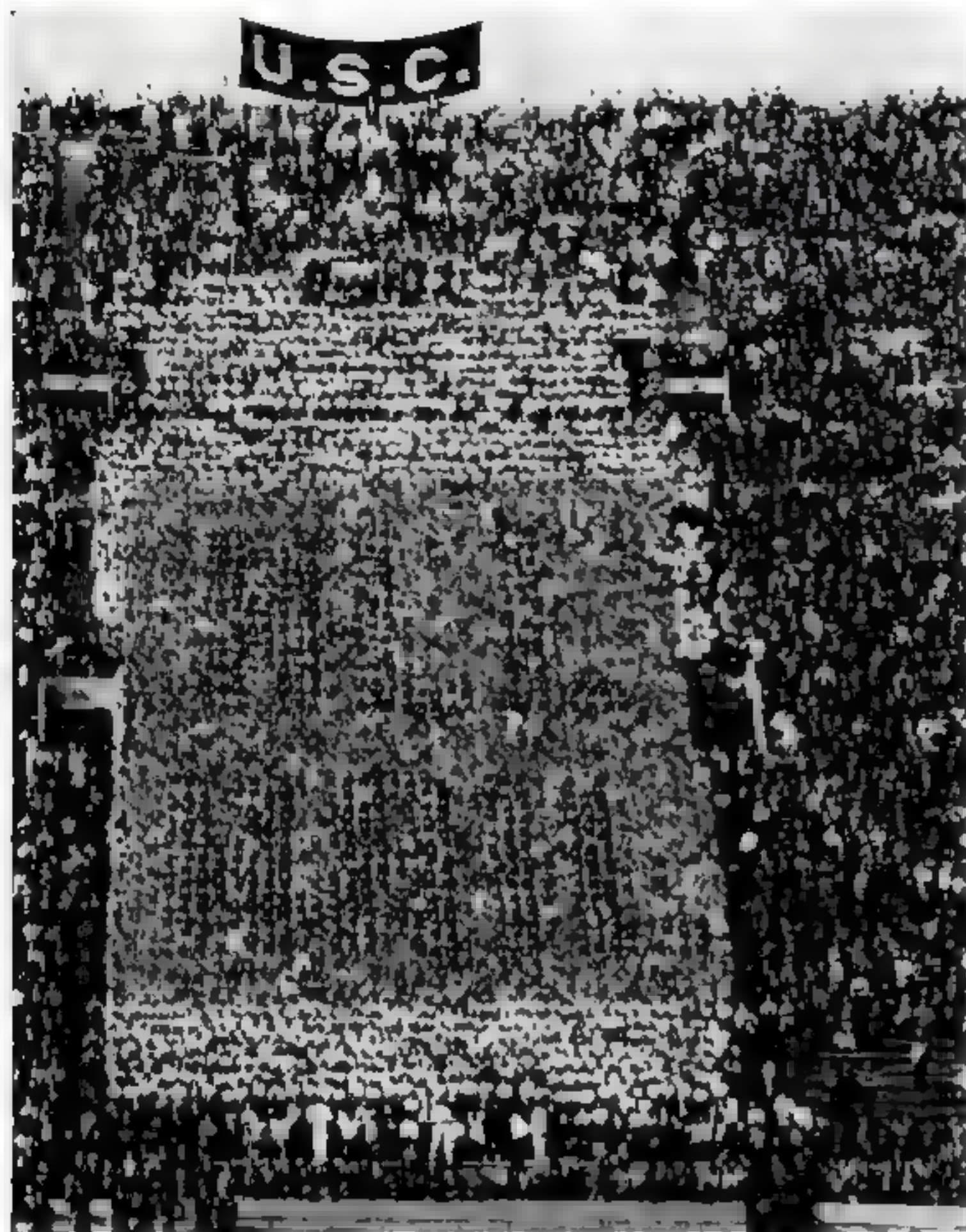
relax. And it lets you drive with both hands always
near the wheel! Pontiac alone among low-priced
cars provides this great advancement just as Pontiac
alone provides Silver Streak styling, triple-sealed
hydraulic brakes and scores of other improvements.
That is why the word has spread that *the most
beautiful thing on wheels again outvalues them all.*

PONTIAC MOTOR DIVISION, GENERAL MOTORS SALES CORPORATION, PONTIAC, MICHIGAN

1938 PONTIAC

BETTER LOOKING • BETTER BUILT • A BETTER BUY

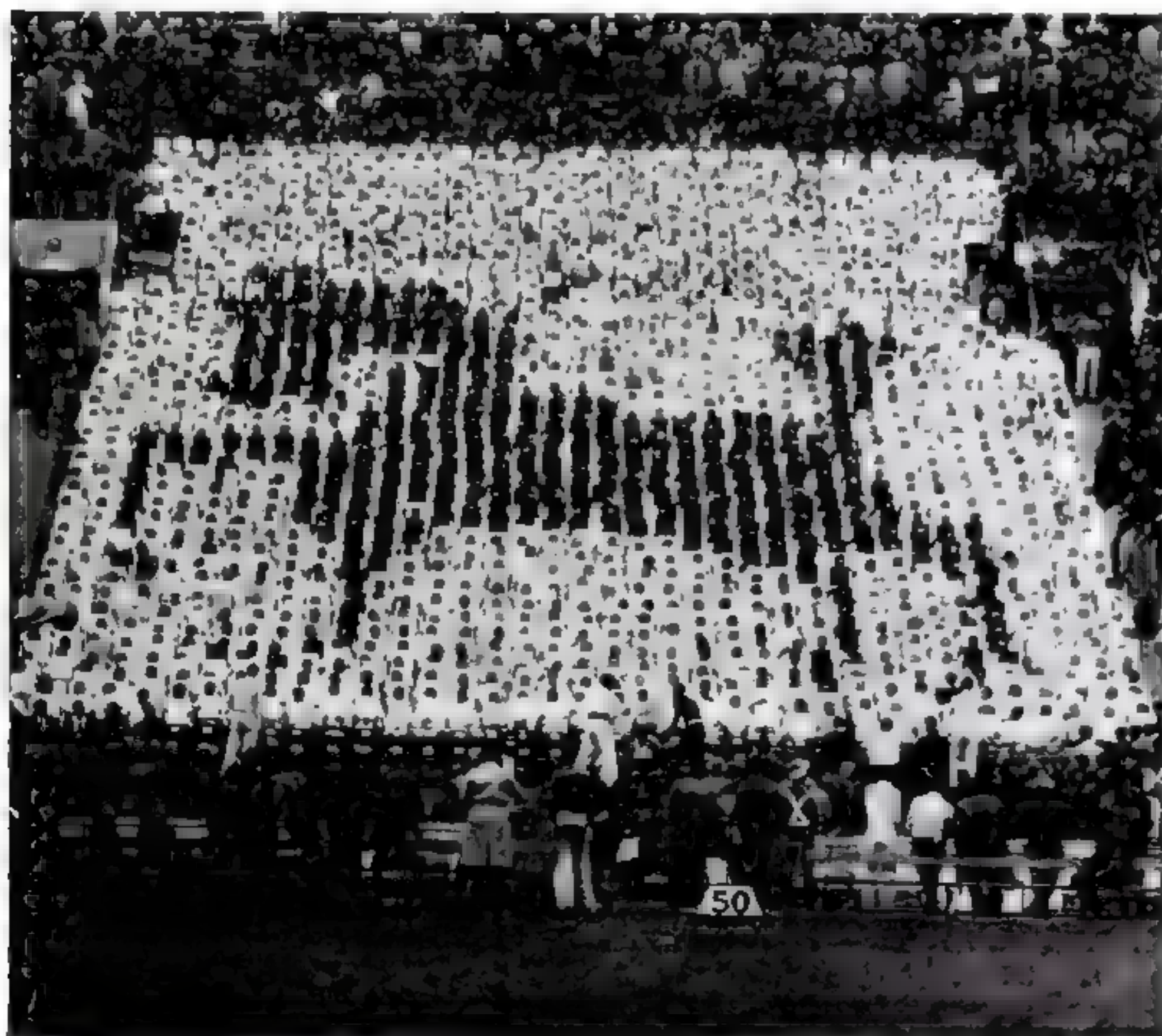
SPEAKING OF PICTURES ...



U. S. C. STARTS A CHEER FOR ITS COACH WITH "ALL HAIL"



AT YELL KING'S COMMAND, PATTERN CHANGES TO "HEAD MAN"

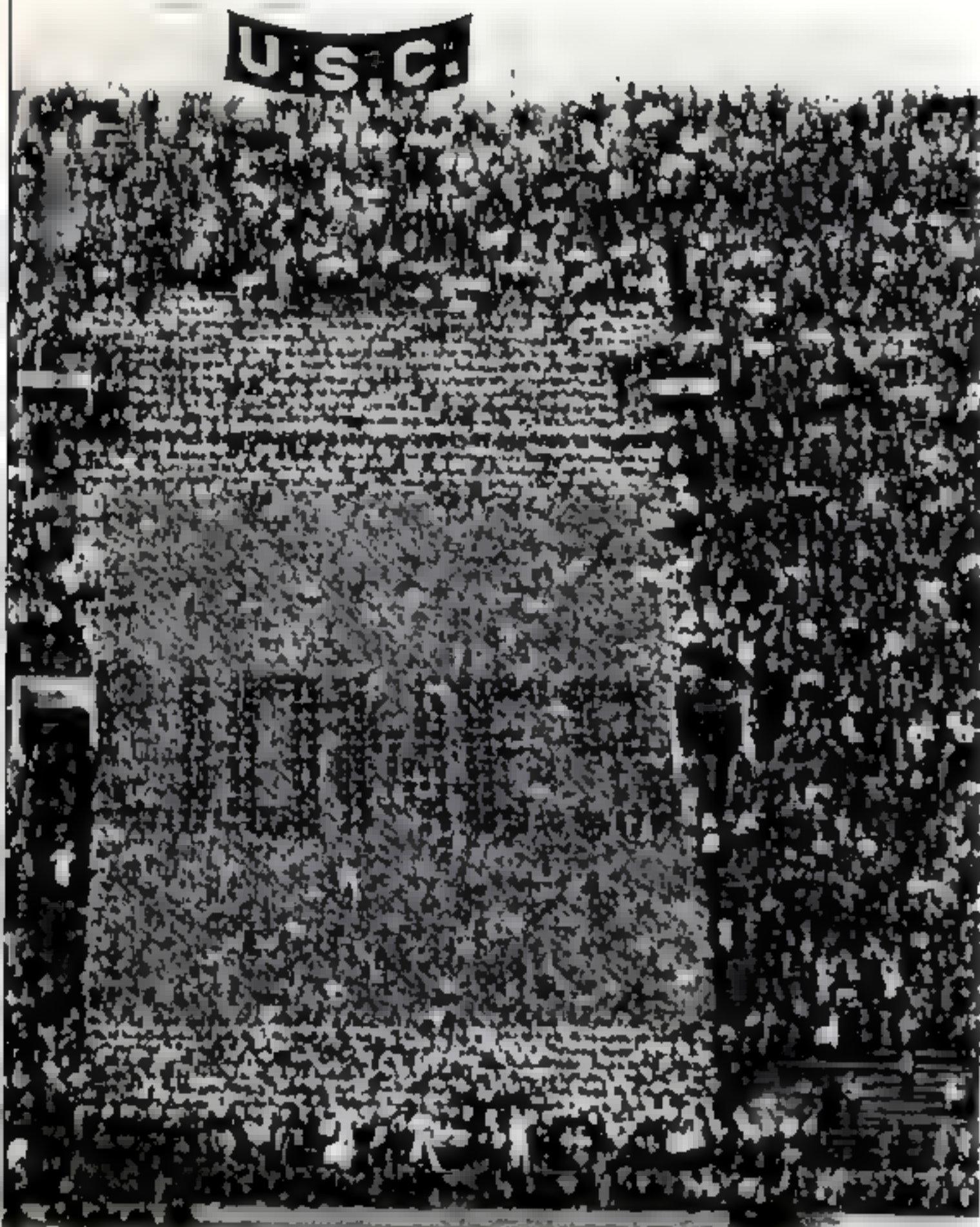


Although college cheering today is almost entirely a vocal affair, there are a few institutions (most of them in the West) which supplement their yells with grandstand designs. These are called "card stunts" because they are executed with colored squares of cardboard. Originator of the card stunt was the University of Southern California, which first exhibited it 14 years ago and is still a noted exponent of the practice. On these pages are some U. S. C. cheers. The prancing steed (at left) represents the Wooden Horse of Troy and is a staple stunt at U. S. C. where students are called Trojans.

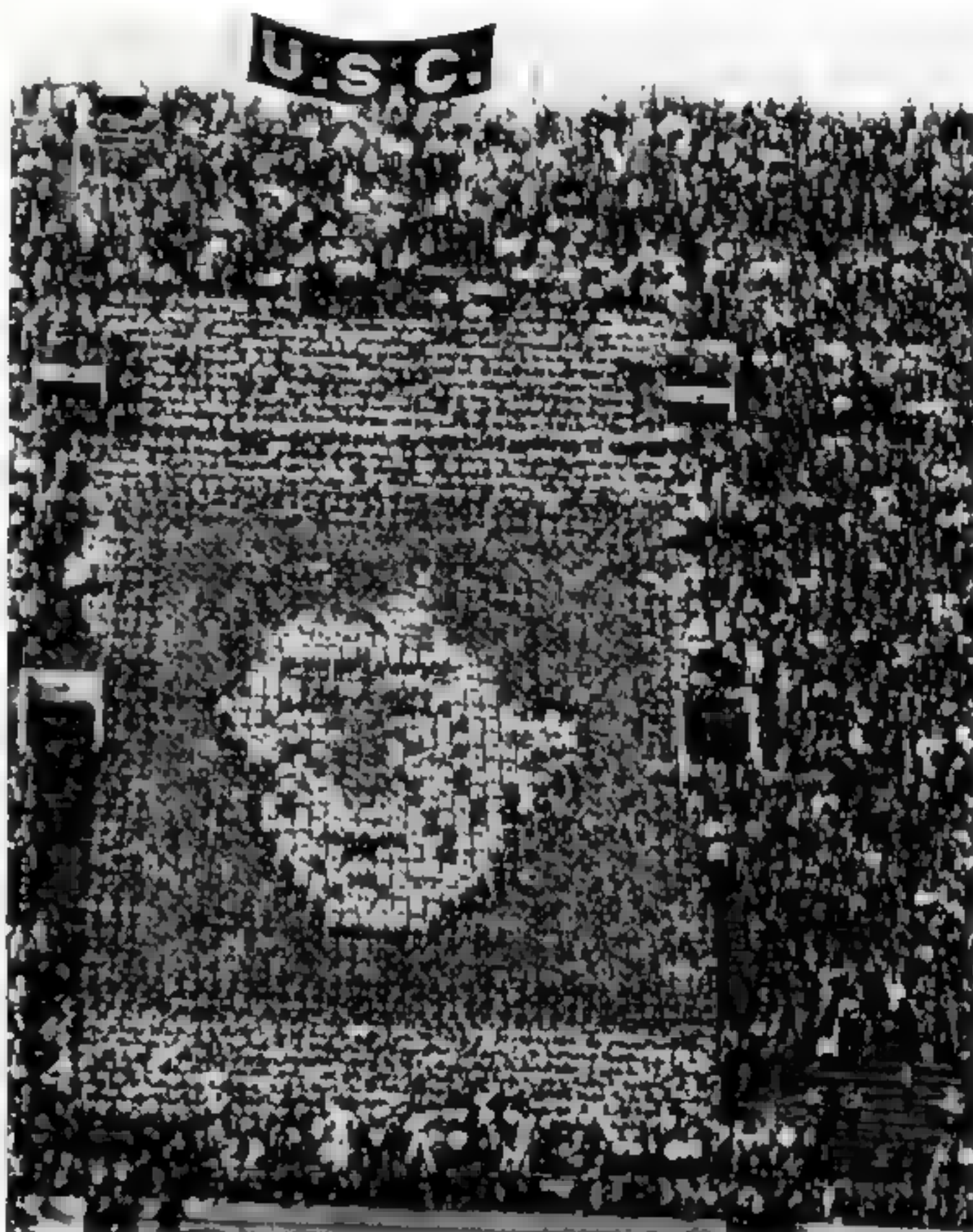
The mechanics of the card stunt are not too involved. Cheers are all planned in advance by Robert Myer, a student in the architectural college. Myer is U. S. C.'s head cheerleader and, as such, bears the title of "Yell King." He starts his work by drawing a picture of a cheer on a piece of graph paper. Then he fills in all the squares on his graph drawing with colored crayons. To the Yell King, each of these colored squares represents a seat in the cheering section. On the day of the game, a card with a list of numbers is placed in front of every cheering section seat. Each number stands for a certain card stunt. Opposite each number appears the name of a color. At the game the U. S. C. rooter listens for a number called out by the Yell King, looks at his card to see which color his seat is supposed to display for that cheer, picks out the correct square of colored cardboard and holds it up at the right moment.

Card stunts at U. S. C. are done in half a dozen different colors. Usually about 1,500 students participate in each stunt. For an allied form of picture-making—college-band formations—see page 17.

... THESE ARE "CARD-STUNT" CHEERS



NOW THE CARDS FLASH OUT THE COACH'S NAME: "JONES"



CHEER'S CLIMAX IS PORTRAIT OF COACH HOWARD JONES

HOW CHEERING-SECTION PICTURES ARE MADE



1 Week before the game, Yell King Bob Myer draws a cheer on graph paper.



2 At the stadium on the day of the game, the Yell King's assistants count out colored cards and distribute them to each cheering-section router.



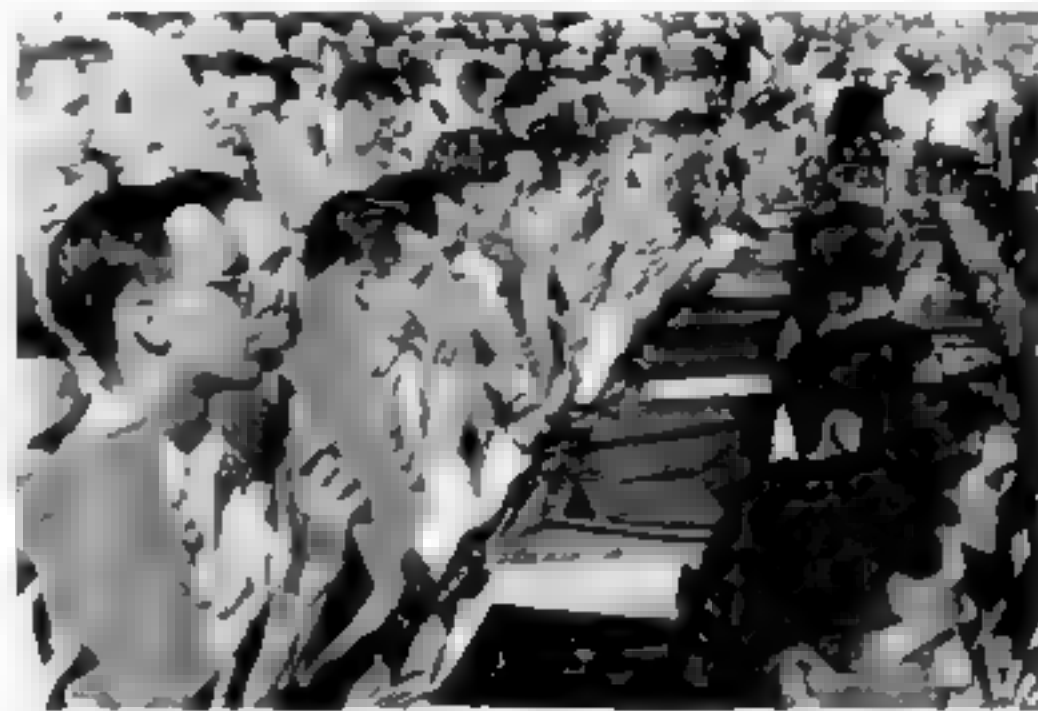
3 At each seat, numbered card is pinned. With graph as guide, assistants mark color directions next to numbers.



4 To make sure no error will mar well-planned stunt, each card is checked.



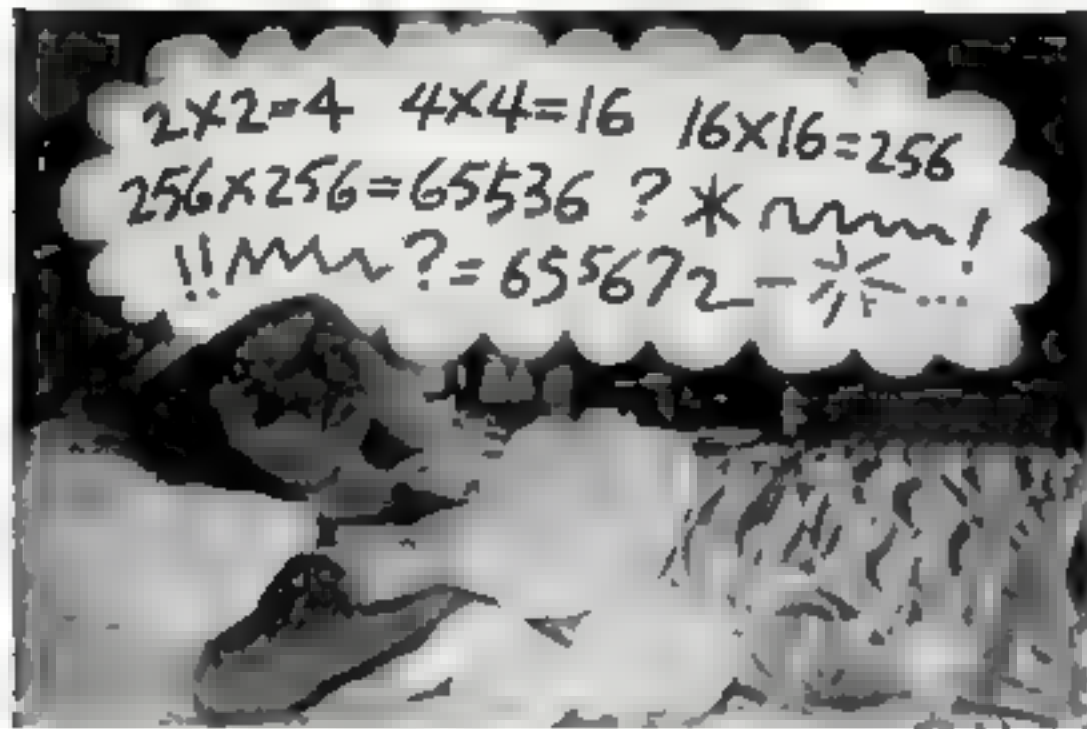
5 The Yell King has called out the number of a cheer. The student picks the proper colored card and bends over thus to conceal it.



6 At the Yell King's signal, the students straighten up, holding the card in front of the face to make the picture.

Do You Wake Up Looking Pretty—or Pretty Awful?

A BEDTIME STORY BY SIMMONS



• Sleep is the last thing this young woman is likely to do. She has changed position ten times in the last five minutes. Now she's holding herself rigid . . . her mind racing like an airplane propeller.



• The night's almost over. Her eyes prick, every bone aches separately, she's tired, tired, tired. But it will soon be time to get up . . . start the day.



• Shocking what fatigue can do to a woman's looks and poise! She is in tears already. All because a bad mattress wouldn't let her tired nerves rest!



THEN SHE CHANGED HER MATTRESS

• She wakes up happy . . . and she looks like a little girl after the sweet, deep sleep you get on the "floating action" of a Simmons Beautyrest! See for yourself!

Poor sleep robs your nerves and muscles of calcium—you become irritable, less efficient

IF you hate to face your mirror in the morning . . . suspect your mattress! Lackluster eyes, a gray, lifeless skin, deepening lines and shadows are usually due simply to the fatigue and nerve exhaustion that follow broken, disturbed sleep!

Do you know that during bodily activity acids are poured from the tissues into the blood, robbing the nerves and muscles of a vital element—calcium?

That's why you become haggard, depressed, irritable. You even begin to lose control of your muscles. And only during restful sleep can the blood return to

normal, and restore the needed calcium.

Your mattress is the first essential for that restful sleep. Unless it's scientifically built to adjust instantly to your body at every point of contact—as a Beautyrest Mattress is—your muscles must stay tense to support you.

But a Simmons Beautyrest fairly flows into every curve. 837 separate coils give you the sensation of floating on air. Every nerve is at rest, every muscle "lets go" when you stretch out on a Beautyrest. Give yourself this vital luxury . . . Beautyrest costs less than 2¼¢ a day. At leading furniture or department stores. Simmons Co., Merchandise Mart, Chicago, Ill.



SIMMONS *Beautyrest*

WORLD'S LARGEST MAKERS OF BEDS • SPRINGS
MATTRESSES • STUDIO COUCHES • METAL FURNITURE

SPEAKING OF PICTURES

(continued)

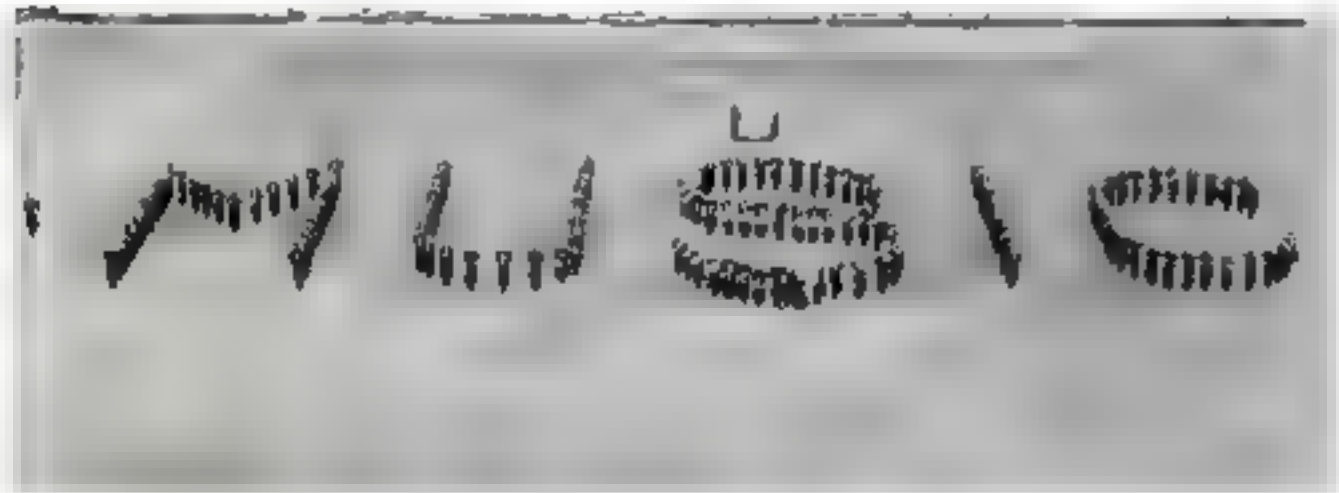


Far more common at college football games than the card stunts shown on the preceding pages are college-band marching formations. Almost every college of any football prominence has a band which can, at the least, spell out its own name or initial.

Outstanding among such college bands is that of the University of Illinois which is renowned not only for its formations but also for its musical excellence. The Illinois band (*above and below*) has 180 members. Its marching formations are worked out first on intricate charts. The players study these diligently, rehearse them twice a week. They use the five-yard lines on the football fields as marching guides and know when to take their steps by the particular notes which are being played.



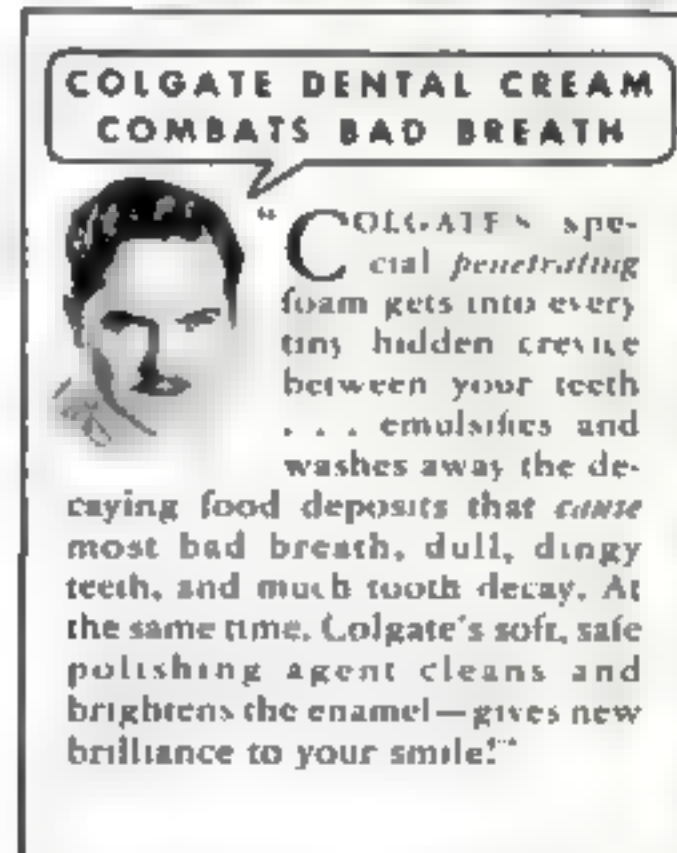
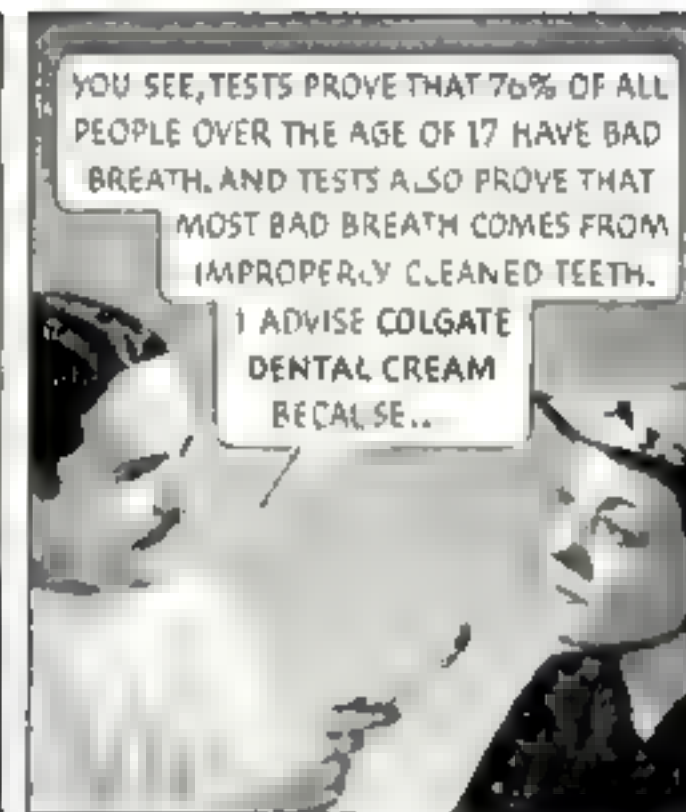
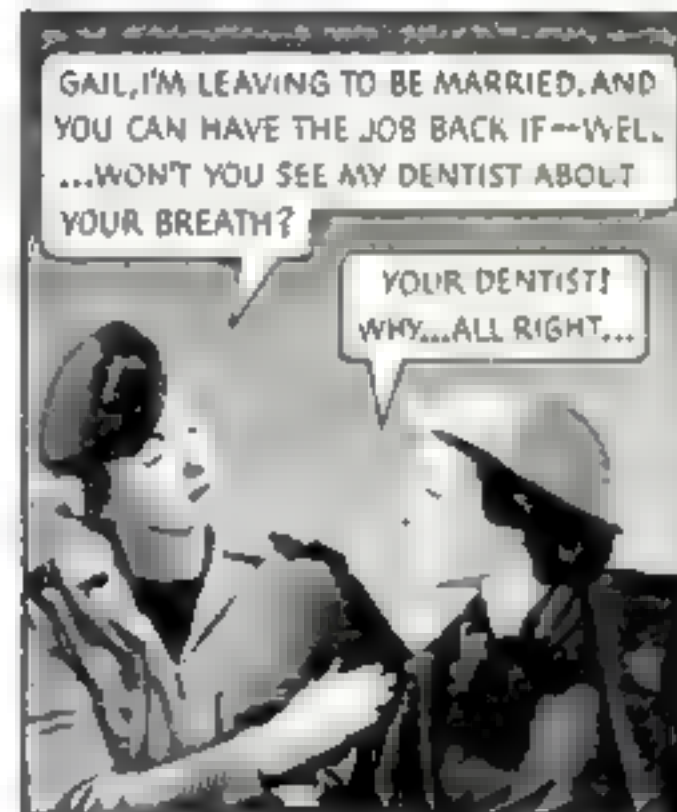
ILLINOIS BAND SPELLS A GREETING TO VISITING TEAM



NOW THE BAND FORMS A TRIBUTE TO ITS OWN ART



BAND STANDS THUS WHEN PLAYING ILLINOIS "LOYALTY" SONG





Get Yourself a Barbasol Face"

It does not take many weeks to get a full-fledged Barbasol Face and then you're a prize package for the women folk.

Your jawls and cheeks look and feel softer and firmer and fresher. Roughness and irritations tend to vanish. Even wrinkles seem to smooth away.

The whole effect, of course, is a more attractive, younger-looking Barbasol Face—gained in a very short time after you discard old shaving methods and switch to modern Barbasol.

That's because Barbasol is a cream. It contains none of those harsh alkalis that

dry and tighten the skin, resulting in roughness and wrinkles.

First time you shave with Barbasol, you can tell by the way it cools and soothes how wonderful it is for the skin. Its good ingredients hasten the work of your razor, and then they leave your face soft and supple and youthful looking.

Start with Barbasol today for the finest shave you ever had, and in about two weeks you'll cheer at the wonderful improvement in your face. At all drug stores, large tube, 25¢; giant size, 50¢; family jar, 75¢. Five Barbasol Blades, 15¢.



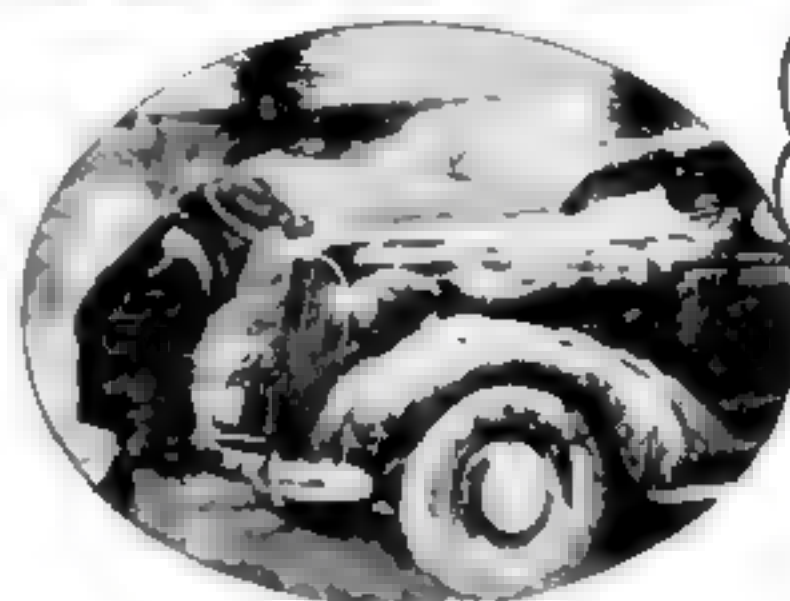
No Boush—No Lather—No Rub in

SEE WHY THIS BATTERY IS GUARANTEED AS LONG AS YOU OWN YOUR CAR!

SPECIAL SPUN-GLASS RETAINER MATS PREVENT THE LOSS OF POWER-PRODUCING MATERIALS IN THE PLATES... THAT'S ONE BIG REASON WHY GOODRICH CAN MAKE THIS AMAZING GUARANTEE



DRIVE YOUR CAR ALL OVER THE MAP—No matter how long you own your car—whether you drive it 50,000 or 100,000 miles—if the Goodrich Kathanode® Electro-Pak you buy for that car fails to give satisfactory service, The B. F. Goodrich Company will replace it without charge as clearly stated in the written guarantee.



EXCLUSIVE POWER-SAVING TOP COVER LOCKS OUT DIRT, MOISTURE AND OTHER POWER ROBBERS... SEALS POWER IN

DON'T LET THIS HAPPEN TO YOU THIS WINTER—Just think! Now you can get a battery for your car built with the same patented Kathanode construction as used on airplanes, crack trains and submarines—a real power house that makes motors start from the word go, that keeps lights burning bright, keeps hungry power-eating accessories running top-notch.

And That's Not All!

The new Goodrich Kathanode Electro-Pak is so powerful that it exceeds the Society of Automotive Engineers battery starting requirements for standard types up to 105%. Don't worry along this winter with a weak, half-hearted battery. Have your Goodrich Tire and Battery Dealer or Goodrich Silvertown Store install a Goodrich Kathanode Electro-Pak.

FREE! Your Goodrich Tire and Battery Dealer or Goodrich Silvertown Store will gladly give you their free 6-Point Money-Saving Battery Service to keep your battery fit. There's no obligation.



*Made under the Kathanode patent

LICK OLD MAN WINTER THE GOODRICH WAY

Goodrich KATHANODE *Electro-Pak*

GUARANTEED AS LONG AS YOU OWN YOUR CAR

AN ANSWER TO A PRAYER

A useful, permanent
Xmas present **\$1.00**
for only

Every man or woman on your Christmas list will welcome this new List Finder. It's equally useful on the office desk, near the phone at home or in the kitchen. You move the little knob to the letter you want, press the spring and you have what you want instantly—phone numbers, addresses, recipes, formulas.

We know of men who keep their list of stocks and bonds on a List Finder. Salesmen who keep price lists, factories that list employees with their social security numbers. It's one of those useful things you wouldn't part with for many times one dollar.

The cards in the List Finder have room for 1380 phone numbers, addresses, prices, rates, recipes, etc. Cards are easily removable so that the List Finder will last for years.

And it's a handsome gift with its silvery top, red trimming and ebon black base. The rubber feet keep it anchored and prevent it from scratching the desk or table. It's a real ornament wherever it is used.

There's hardly a stationery store in the United States that doesn't sell List Finders. You will want to buy several to give away as presents; and we'd be willing to bet that when you see the List Finder you will buy one extra for yourself. It's irresistible. If by any chance you don't find a List Finder near you, we will send one or more on receipt of \$1.00 each.

List Finders are one of the famous Bates Products made and guaranteed by The Bates Mfg. Co., Orange, New Jersey.

**PRESS
THE BUTTON...**
the answer almost
snaps in your
face

FOR ADVERTISERS

and sellers of advertising good will builders

This photo shows how List Finders can be imprinted with your name on a handsome chromium and black etched plate or a decalcomania. It's the perfect gift

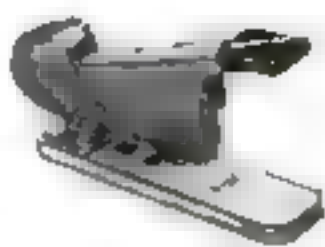
for it is not only useful but new. Send coupon for prices in any quantity you want. It will pay you to ask now, and order early.

other BATES products:



Bates Numbering Machines

The standard quality numbering machine. Hundreds of thousands are in use throughout industry. There is a model for every possible hand numbering requirement.



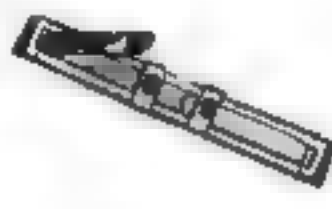
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This is the Stapler that makes its own staples from a spool of wire. 5000 staples in one loading, can't jam or clog. Sold by stationers everywhere.



Mun-Kee Stamp Pads

The quality pad with silent rubber base. Easy to re-ink without smearing. A hand-one pad that gives clean, clear impressions.



Bates File Fasteners

An improvement over every other file fastener—positive slide locks, no sharp edges, beveled ends for fast and tight.

THE BATES MFG. CO., 30 Vesey Street, New York, N. Y.

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Address.....

City..... State.....

The cleansing power
of **POWDER**



More than $\frac{1}{4}$ POUND
of tooth paste in the double
size tube - 40¢
Regular size tube, 25¢

...in modern **CREAM** form

—that's **LISTERINE TOOTH PASTE!**

When your dentist cleans your teeth, there is no spill-
ing or mess because he makes his powder into paste.
Otherwise the fine particles would fly off his rapidly
revolving brush.

We, too, "cream" the finest dental powders into a
paste, Listerine Tooth Paste. Thus it gives you the

cleansing efficiency of powder in modern form . . . easy
to put on the brush . . . no waste, no mess.

The formula itself is super-safe and extra-active. It
quickly brings to teeth the lustrous sparkle and glisten-
ing high-lights so much admired in the photographs of
New York models.

Try Listerine Tooth Paste tomorrow. You are sure
to agree that the flavor is so full-bodied and refreshing
that it is luxurious economy to buy the double-size
tube. At all drug counters.

LAMBERT PHARMACAL CO., St. Louis, Mo.



CARNIVOROUS, or flesh-eating, animals all have
highly developed cuspids. The single sharp point is
perfectly adapted for tearing fibrous foods. The tiger's
long cuspids illustrate how the shape of particular teeth
indicates the use intended by Nature. Human cuspids
are at the corners of the mouth.

CHANGE TO LISTERINE TOOTH PASTE...

It's a change for the better

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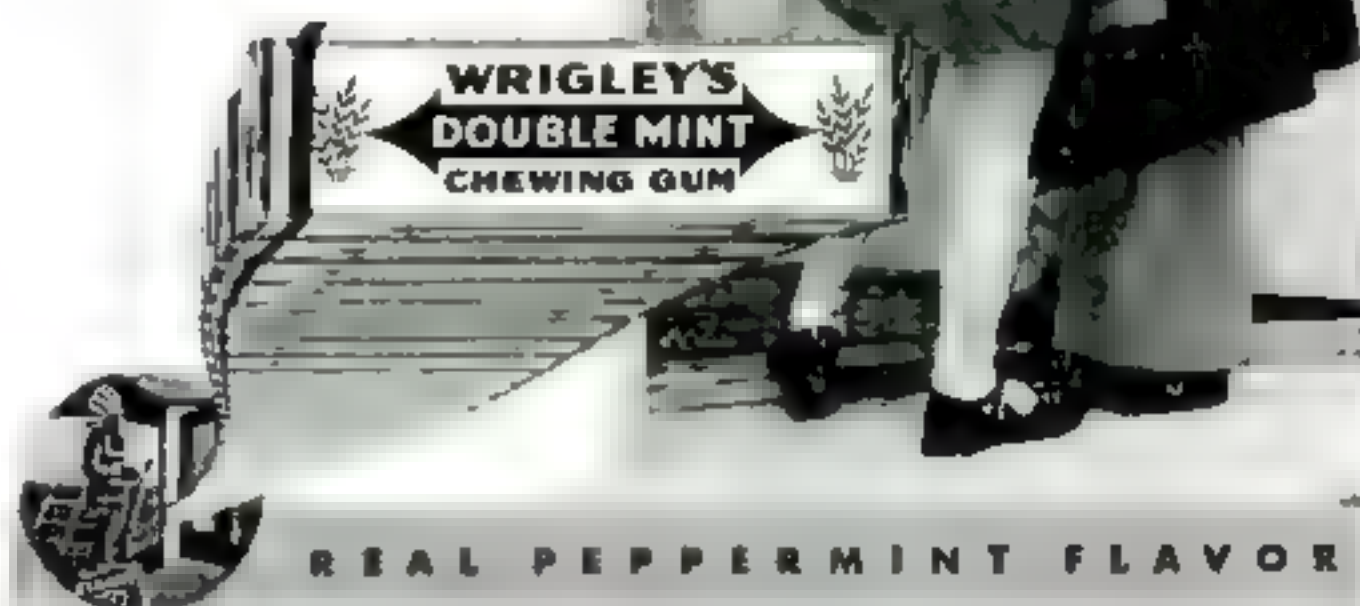
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ENJOYMENT

for the

WHOLE FAMILY

Stop at your friendly
tobacconist on the way
home and bring hap-
piness and enjoyment
to your family with:

*½ dozen packages
of Double Mint*



THIS specialized medication—Vicks Vapo-Rol—is expressly designed for the nose and upper throat, where most colds begin—and grow. Used in time—at the first sneeze or snuffle or irritation in the nose—it helps to *prevent* many colds, or to throw off head colds in their early stages. Even when your head is all clogged up from a cold, Vapo-Rol brings comforting relief—lets you *breathe* again.

2 BIG RADIO SHOWS: Sunday 7 P. M. (EST)—famous guest stars featuring JEANETTE MacDonald... Mon., Wed., Fri. 10:30 A. M. (EST) TONY WONS. Both Columbia Network.



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REPUBLICANS CARRY THE NATION'S BIGGEST STATE: WHAT REPUBLICANS?



The picture above, of Fiorello H. LaGuardia making his last plea for re-election as Mayor of New York, is spectacular. But take a good long look at the picture at left. It reveals the face of a dignified, impressive LaGuardia whom you have probably never seen before. You may see that face often on Presidential campaign posters in 1940.

In New York State, Nov. 2, Republicans were in the saddle. The G.O.P. elected all three of its off-year Congressional candidates (including Bruce Barton), strengthened its control of the State Legislature's lower house, won control of next year's convention to revise the State Constitution.

Except for marking a revival of Upstate New York's normal Republicanism after the New Deal landslide of 1936, these facts alone add up to no more than the Dutch taking Holland. What made them important was the fact that a Republican candidate for Mayor carried the greatest urban Democratic stronghold in the land with the biggest vote (1,344,016 to 889,391) in New York City's history.

Any Republican who can carry New York City is almost sure to carry New York State. And any

Republican who can deliver New York State's 47 electoral votes is a first-rank Presidential possibility.

If Fiorello LaGuardia were an orthodox Republican, and were not of Italian-Jewish ancestry, the G.O.P. would hardly need to hold a 1940 convention. A triumph of good government, his victory was just as clearly a personal triumph. He is the only Reform Mayor in New York history ever to beat Tammany a second time. He is plainly what the national Republican Party needs most—a dynamic, dramatic, magnetic, vote-getting personality.

And he holds one other card. He is beloved by Labor. His victory last week was not a Republican one. The decisive 482,000 votes were cast for him on the American Labor Party ticket. But the G.O.P. holds cards, too. If for no other reason than his blood, which would work against him most strongly in the Solid South, LaGuardia could not hope to get a Democratic nomination. Nor, if U.S. tradition holds, could he expect to win with a Third Party. The White House is a dazzling prize. Fiorello LaGuardia and the Republican Party may well decide to merge their hands in the Great Game of 1940.



IS YOUNG TOM DEWEY THE REPUBLICAN MAN OF DESTINY?

Not yet prepared to swallow Mayor LaGuardia, Republican leaders were notably shy of discussing his potentialities for 1940. But one & all, including Chairman Hamilton and Senator Borah, exuberantly hailed the victory and the national promise of LaGuardia's running mate for District Attorney of Manhattan, Thomas Edmund Dewey, 35 (left).

Two years ago Tom Dewey was unknown to the nation. He had made a local reputation by his work as Assistant U. S. District Attorney and Special Assistant Attorney General, notably by convicting Beer Baron Waxey Gordon. In June, 1935, Governor Lehman, superseding the Tammany district

attorney, made him special prosecutor of rackets for New York City. Tom Dewey went after the bosses. In two years his spectacular success (71 convictions out of 73 indictments) and his personal fearlessness have made him a national hero.

Running for his first political office this autumn, Hero Dewey proved himself as brilliant on the stump as he is in the courtroom, carried Manhattan by a majority bigger than LaGuardia's. A new and dramatic national figure, he has proven himself a friend of Labor and his record on other issues is a clean slate. He is equally free of LaGuardia's political handicaps and of the G.O.P. Old Guard's reactionary taint.



Waxey Gordon, Tom Dewey's first big-shot victim, got a 10-year sentence for racketeering in 1935.



Morris Goldis, latest Dewey victim, was indicted for a racket murder on Nov. 4.



Seven restaurant racketeers (four shown above), who had been extorting \$2,000,000 a year, got 5-to-20 year sentences when Dewey prosecuted them last spring.

Prostitutes and Procurers Made Dewey's Reputation



New York City vice was something which Special Prosecutor Dewey intended to ignore. Uninterested in criminal small fry, he wanted to smash the bosses of industrial rackets. But early in his investigation he learned that the city's lawless and lawless had been taken over by a racket



now organized on a chain-store basis. Head of the mob was New York's No. 1 gangster, Charles ("Lucky") Luciano, boss of many another racket. With some 200 houses and 1,000 girls, the prostitution syndicate's profits were some \$12,775,000 a year. When Dewey brought Luciano and



lieutenants (below) to court last year for the trial which first blazoned his name from coast to coast, his best witnesses were victimized prostitutes and madams. Above (left to right) are four of them as sketched in the courtroom: Lou Kane, Mary Thomas, "Cokey Flo" Brown, Renée Gullo.



Boss Luciano, New York's nearest approach to an Al Capone, was sentenced to 30-to-50 years in prison.



Myer Berkman, who fixed arrested prostitutes' cases, got off with a 2-to-5 year suspended sentence.



James Frederico, whose job was to see that madams and pimps paid up promptly, got a flat 25 years.



Abraham Wahrman, strong-arm man, collector for the syndicate, was sentenced to 15-to-30 years.



John Belillo, Luciano's chief assistant and reputed trigger-man, was put away for 25-to-40 years.



Prosecutor Dewey's Home Life on New York's Fifth Avenue

Not the least of Tom Dewey's political assets is his charming family, shown (above) in their home on upper Fifth Avenue. Son John Martin, whom you see being given a ride (upper left) and a look (lower right), is 3. Son Thomas Edmund Jr., clasped in his pretty mother's arms (upper right), is 5. Americans, at the polls and elsewhere, like to think that such handsome, well-bred, affectionate, happy families are typically American.

Dewey's grandfather settled in Michigan after Harvard and a trip to South America, founded two weekly newspapers. His son George Jr. grew up to run the one in Owosso, a town of wide, shady streets and 15,000 people. There on March 24, 1902, was born George's son Thomas.

At University of Michigan, Tom Dewey took a year of law, but was more

interested in leading the Glee Club. Graduating with an A B in 1923, he went to Chicago to study voice. A fellow student of Admiral Dewey's second cousin twice removed was Jefferson Davis' grandniece, Frances Hutt of Sherman, Tex. She was to become prima donna of *George White's Scandals*, then Mrs. Dewey.

From Chicago, Tom Dewey proceeded to New York, still undecided whether to be a baritone or a lawyer. While he studied law at Columbia, he sang as paid church soloist. The law won.

At 33, brilliant Tom Dewey was making \$50,000 a year when he took over the racket investigation. That brought him down to \$16,000, which may account for his headaches over the family budget (lower left). The Dewey family now seems destined to live the rest of its life on the salary of a public official.

CONTINUED ON NEXT PAGE



THE MAIN LOBBY OF TAMMANY HALL, ORDINARILY JAMMED WITH CELEBRANTS ON ELECTION NIGHT, APPEARED THUS AT 9 P.M. ON NOV. 2, 1937

"THE TAMMANY TIGER: WOUNDED BY LAGUARDIA IN 1933; KILLED BY LAGUARDIA IN 1937"



The Tammany Tiger, symbolized by the skin of a real tiger, was sent to Mayor LaGuardia after his victory. Puffing contentedly, he had it spread on the floor of his office (above). Gift inscription read: "Wounded by F H LaGuardia Nov. 9, 1933, killed by F H LaGuardia Nov. 2, 1937"

For nearly a century Tammany Hall on election night has been a place of ferment. As soon as the polls were closed Tammany braves would swarm into its corridors, stand pack-jammed and grinning, awaiting the emergence from an upper room of the bosses and winning candidates to begin a night of heery celebration.

The picture above shows the main lobby of Tammany Hall at 9 p.m. on the election night of Nov. 2. Of it, the *New York Herald Tribune* observed in an editorial titled *The Curtain Falls*: "All the editorial parans of victory and all the battered tigers of the cartoonists put together wrote no such poignant period to a famous chapter of our history as did this single photograph."

The decline and fall of Tammany is an event of more than local, more than national interest. For decades the name of Tammany has been a world-known synonym for powerful and corrupt machine politics. The end of its dominance in New York City politics was foreshadowed long before LaGuardia's triumph, when a population shift began carrying voters out of its Manhattan into outlying boroughs. Blundering, ineffectual leadership helped weaken it for LaGuardia's finishing stroke.

A simple second showing of public indignation against it would not mean that the long career of Tammany is now ended. What does indicate that historic milestone is the fact that Tammany, like all political machines, derives its strength from a myriad of little ward heelers, working for it day and night, year in, year out. They do not work for love. When the heelers are not rewarded with jobs and perquisites, as Tammany can no longer reward them, they quit.

LIFE ON THE AMERICAN NEWSFRONT: WIVES KISS WINNERS: IN DETROIT, NEW JERSEY, BOSTON



New Mayor of Detroit elected Nov. 2, was Republican Richard W. Reading, supported by A. F. of L. Smashing defeat were all candidates run by John L. Lewis' C. I. O.



New Governor of New Jersey was Democrat Arthur Harry Moore, Boss Frank Hague's ally, who will resign from the U. S. Senate to resume the office he has held twice before.



New Mayor of Boston was Democrat Maurice J. Tobin, 36. His victory marked the probable political finish of his opponent, former Mayor and Governor James M. Curley.



In Rochester, N. Y., home of Eastman Kodak Co., District Attorney Daniel J. O'Mara mobilized a squad of photographers (above) on Election Day, equipped them with East-

man Brownies and flash bulbs, sent them out to the polls to photograph every challenged voter. His purpose was to identify those who gave fake names or addresses. A State

deputy attorney general declared the procedure illegal. Photographers were manhandled, ejected from polling places. But O'Mara reported "a great many" pictures were taken.

LIFE ON THE AMERICAN NEWSFRONT: GLADYS SWARTHOUT IS PELTED WITH TOMATOES

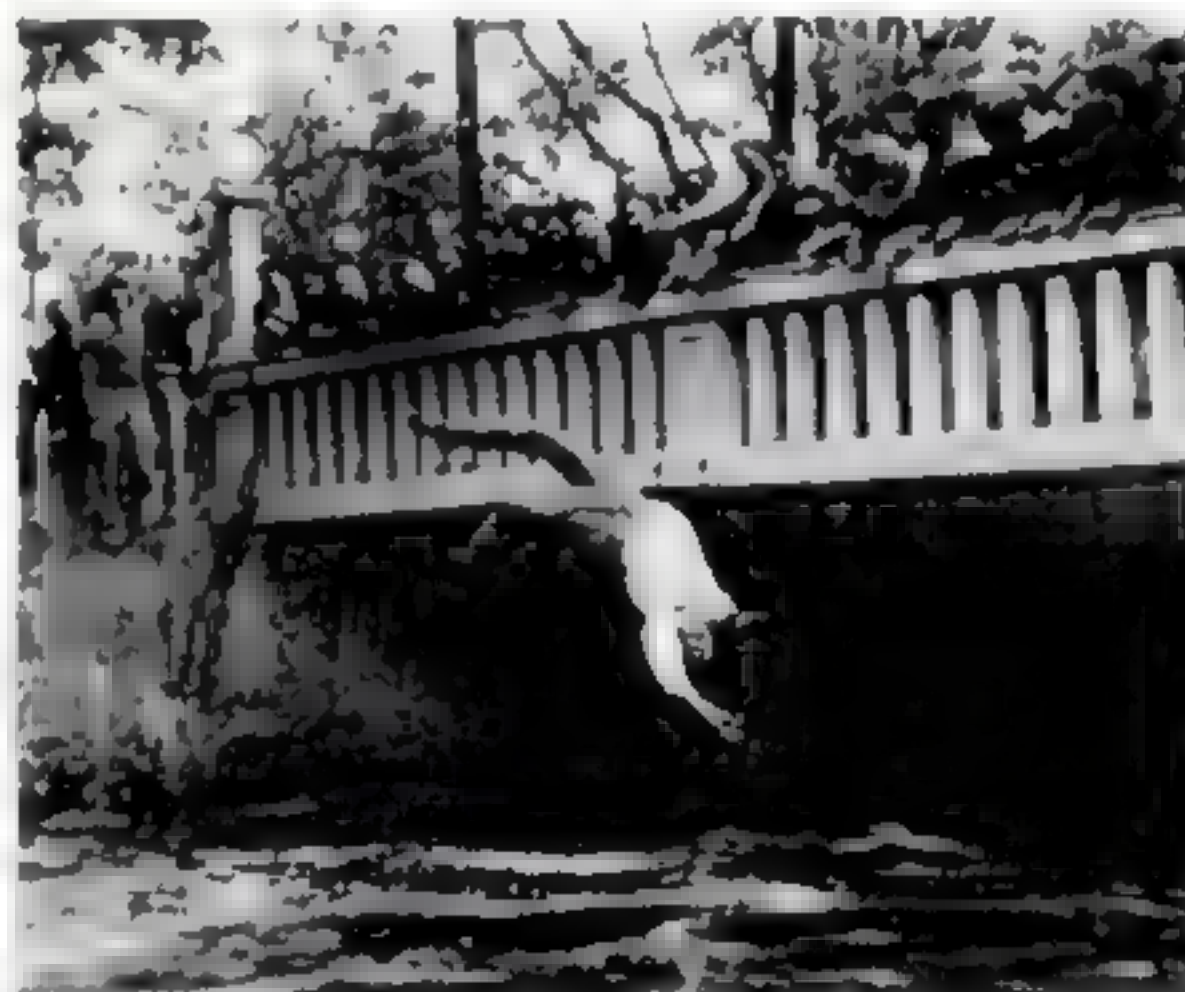


Slender, modish, beautiful Gladys Swarthout is a notable exception to the theory that opera singers are better heard than seen. Because of

her satiny voice and good looks she appeals equally to music lovers and movie fans. No one could possibly want to throw vegetables at Miss Swarthout. Yet on Nov. 4, she was vigorously pelted with soft tomatoes. Though it was all for a motion pic-

ture, the event was so unusual that press photographers covered it, caught the star looking surprised (*left*), pained (*centre*), sticky (*right*).

OREGON STUDENTS DUNK INVADERS IN FOOTBALL RIOT



At University of Oregon, classes were halted Oct. 28 by the descent of 1,700 students from nearby Oregon State Agricultural College. Still intoxicated by a 14-0 victory

over the University two days earlier, the Staters paraded their rivals' campus gloating magnificently. Enraged University students finally attacked the Staters (*left*), hurled

250 of them in turn into the local millrace (*centre*), left them to shiver in autumn winds (*right*). That evening a good-will dance was hastily organized, hostilities forgotten.

MRS. ROOSEVELT IS LIONIZED BY HER PUBLISHERS



Eleanor Roosevelt, author, called at her publishers, the conservative century-old New York house of Harper & Brothers, on Nov. 3 to inspect first copies of her new book *This Is My Story*.



Harper's new author was greeted by no mere editors but by the old firm's President Cass Canfield (*left*) and its Board Chairman Henry Hoyms (*right*) who inspected the new book too.



Mrs. Roosevelt autographed her book at Harper's. One copy is for her husband whose recent works were issued by John Day and Random House.

LIFE ON THE AMERICAN NEWSFRONT: UNEMPLOYMENT CENSUS TO BE TAKEN BY MAIL



Census Administrator John D. Biggers is 48, a University of Michigan graduate. For one of the biggest statistical jobs of all time he will receive nothing, having declined a \$10,000 salary that went with his appointment. He plans to make his first report Jan. 1, finish the project by March 31.

Last summer Congress handed President Roosevelt \$5,000,000 and told him to spend it on a national census of the unemployed. In September, the President passed money and job over to a Republican: John D. Biggers, president of the Libbey-Owens-Ford Glass Co. Besieged by expensive suggestions on how to tackle his vast enterprise, Administrator Biggers economically decided on a voluntary census by mail, to be preceded by much lively ballyhoo, followed by a careful checking of results. On Nov. 16 and 17, postmen will deliver report cards to 31,000,000 U. S. homes. Recipients must return them before midnight Nov. 20.



At White House conference Administrator Biggers confers with Secretary of Labor Frances Perkins. She does not definitely know how many people are jobless.

A MESSAGE FROM THE PRESIDENT OF THE UNITED STATES

THE WHITE HOUSE
WASHINGTON

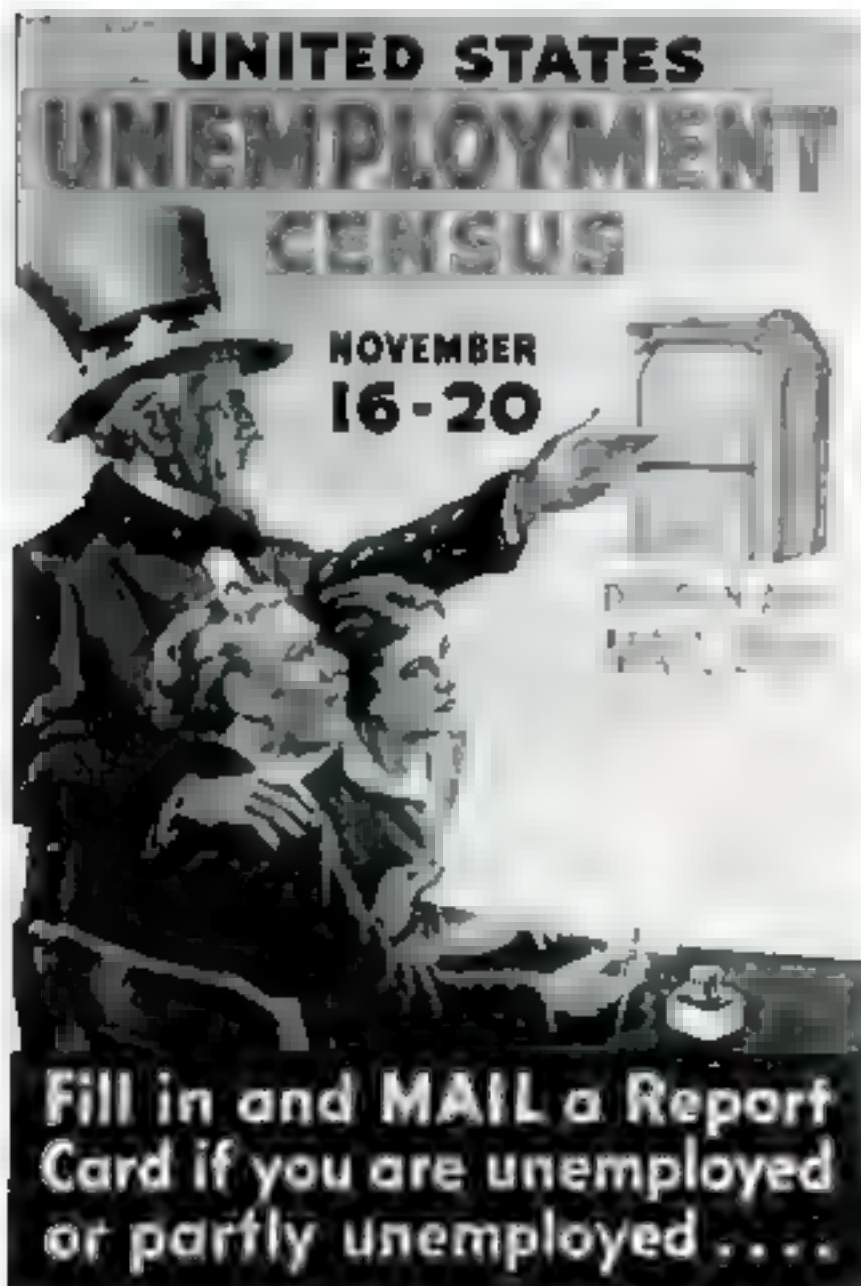
TO EVERY WORKER

If you are unemployed or partly unemployed and are able to work and are seeking work, please fill out this report card *right away* and mail it before midnight, Saturday, November 20, 1937. No postage stamp is needed.

The Congress directed me to take this census. It is important to the unemployed and to everyone in this land that the census be complete, honest and accurate. If you give me the facts I shall try to use them for the benefit of all who want to work and do not know how.

Franklin D. Roosevelt

Message from the President is printed on every report card to be distributed through the nation this week. On reverse side are 14 questions for unemployed.



Ballyhoo for the census is taking the form of window posters such as the above, press releases, public exhortations by governors, mayors, clergymen, labor leaders.



Wedding of Reeve Biggers (right) to Suzanne White in Akron, Ohio, pleasantly interrupted the labors of his father (left) on Oct. 22. Son Reeve was graduated from the School of Arch-

itecture at Yale last year, is now a practicing architect in Toledo. His marriage took place on the 25th wedding anniversary of his parents. Mrs. Biggers stands beside the bride.

LIFE ON THE AMERICAN NEWSFRONT: BATTLESHIPS AND BATTLE PLANES SWELL THE NAVY BUDGET



From these strips of steel a battleship will grow. This is part of the keel of the *North Carolina*, laid at Brooklyn Navy Yard on Oct. 27. It is the first U. S. battleship built in 14 years. A battleship costs \$60,000,000, takes four

years to build, is classified as "over age" after 20 years in service. Since all the U. S. battleships are over or close to the age limit, it would be necessary to build two battleships a year until 1945 for replacements alone.

A prime item of business for Congress this winter will be the building program of the U. S. Navy. For the fiscal year 1939, the Navy is asking an appropriation of \$236,000,000 for new construction alone, an increase over the \$115,000,000 which it got in 1937 and the \$157,000,000 it has been awarded for 1938. With a friend of the Navy's in the White House and perpetual war scares abroad, the Naval chiefs this year stand to get about all they ask for.

If the 1939 budget goes through, it will step up a Navy building program which has been gaining momentum for the last two years. While the Washington and London Naval Treaties were in effect, the U. S. built no battleships and few warships of any kind. But even before the London Treaty expired in December, 1936, Japan and England had begun a naval race into which the U. S. has now been reluctantly but thoroughly drawn.

Two evidences of the naval expansion program are shown on this page and a third appears on page 32. At left is part of the keel of the battleship *North Carolina*. The keel of a twin ship, the *Washington*, will be laid in a few months at Philadelphia, and the 1939 program calls for two more.

Below is a new type of "warship," first Sikorsky "Flying Dreadnought." If its tests are successful, this plane, which added over \$600,000 to the 1937 budget, will have a whole fleet of sisters by 1939.



The first "Flying Dreadnought" is now being tested by the Navy at Norfolk, Va. This huge Sikorsky bomber will be regarded not as the arm of some vessel but as a warship in its own right, operating from a Naval base or travel-

ing with the fleet. Without refueling it can fly over 4,500 miles, carrying a crew of six men. The glassed-in tip of the tail, which looks so small in comparison with the rest of the ship but looms so large on the opposite page, is a

turret where machine gunners can fight off combat planes attacking from the rear. For another idea of the size of the XPBS-1 (Experimental Patrol Bomber Sikorsky No. 1) compare it with the scout plane beneath its right wing.



Stern of the 'Flying Dreadnought'

LIFE ON THE AMERICAN NEWSFRONT: THE YORKTOWN IS THE FIRST BIG "ROOSEVELT SHIP"

The aircraft carrier *Yorktown*, whose bow appears below, is the first big ship of the "Roosevelt Navy." Built with \$20,000,000 which the President set aside from a PWA appropriation in 1933, she was commissioned at Norfolk, Va., on Sept. 30 of this year. Since then she has been undergoing tests in the Atlantic, before sailing through the Panama Canal to join the fleet in the Pacific.

The *Yorktown* is the biggest vessel ever built in this country expressly as an aircraft carrier. The *Lexington* and *Saratoga*, though bigger, were originally designed as battle cruisers and the *Ranger* is 20% smaller. Regarded as an "experimental ship," the *Yorktown* contains many innovations, some already known but some still secret.

Most talked of by Navy men are her new antiaircraft guns, capable of laying a "lead screen" against enemy aircraft.

Planes land on the *Yorktown's* stern, come to a stop near the bow railing and are trundled onto elevators to be stored below decks. If a plane lands wild, the ground crew can leap into the safety net stretched under the starboard side of the bow.

The *Yorktown* will strengthen that branch of the fleet in which the U. S. already has an advantage over all other nations. Carrying 72 planes, she will increase the size of the Navy's mobile air force to 430 planes. This force will be further strengthened when a sister carrier of the *Yorktown*, the *Enterprise*, is commissioned next spring.



BETWEEN HER TESTS, THE AIRCRAFT CARRIER YORKTOWN RIDES AT ANCHOR OFF NORFOLK, VA. A UNION JACK FLIES FROM HER BOW



The Navy Celebrates at a Ball

While naval construction proceeds apace along the Atlantic Coast, the Navy stays in the Pacific. Those officers near San Francisco turned out with their wives for the Navy Day Ball on Oct. 23. A

mirror in the Fairmont Hotel's Gold Room reflects some of the 3,000 people who attended. Because the Navy is booming as never before since the War, this was one of the gayest Navy Day Balls ever held.



MISSOURI'S PRIZE JACKASS

This Missouri jackass was acclaimed by 10,000 people at the annual Excelsior Springs Mulesta, Oct. 30. Bred to mare horses, the jackass (called "Jack") sires the famed Missouri mule. His hybrid offspring, sterile but tough, is prized by most U. S. farmers for rough and patient work. The mule is

so much the animal of the armies that the slightest whisper of war in the chancelleries of Europe will fluctuate the mule markets of St. Louis, Atlanta and Memphis. Although there are 4,600,000 mules in the United States, there is a mule shortage. A good span of spanking big mules today costs around \$650.

YOUNG STARLETS LEARN TO ACT AT FOX DRAMA SCHOOL

Hundreds of girls and boys who get into the movies each year are young, beautiful and charming but most of them cannot act. Before they can safely be trusted before a camera, someone must teach them how to walk, talk, smile, eat, kiss, sit down in a chair, light a cigaret, open a window or perform any of the commonest acts of life. For this purpose, Twentieth Century-Fox Studio has a drama school where new players are coached by the lady who appears directly below, Miss Florence Enright.

As soon as the youngster reports to the studio he or she is coached intensively for several days or even weeks. Then the hopeful takes a screen test. If the test pleases Darryl Zanuck, the dynamic little studio tsar, back goes the starlet for a thorough course in acting. The average player gets about three months of coaching, may later be sent back for more.

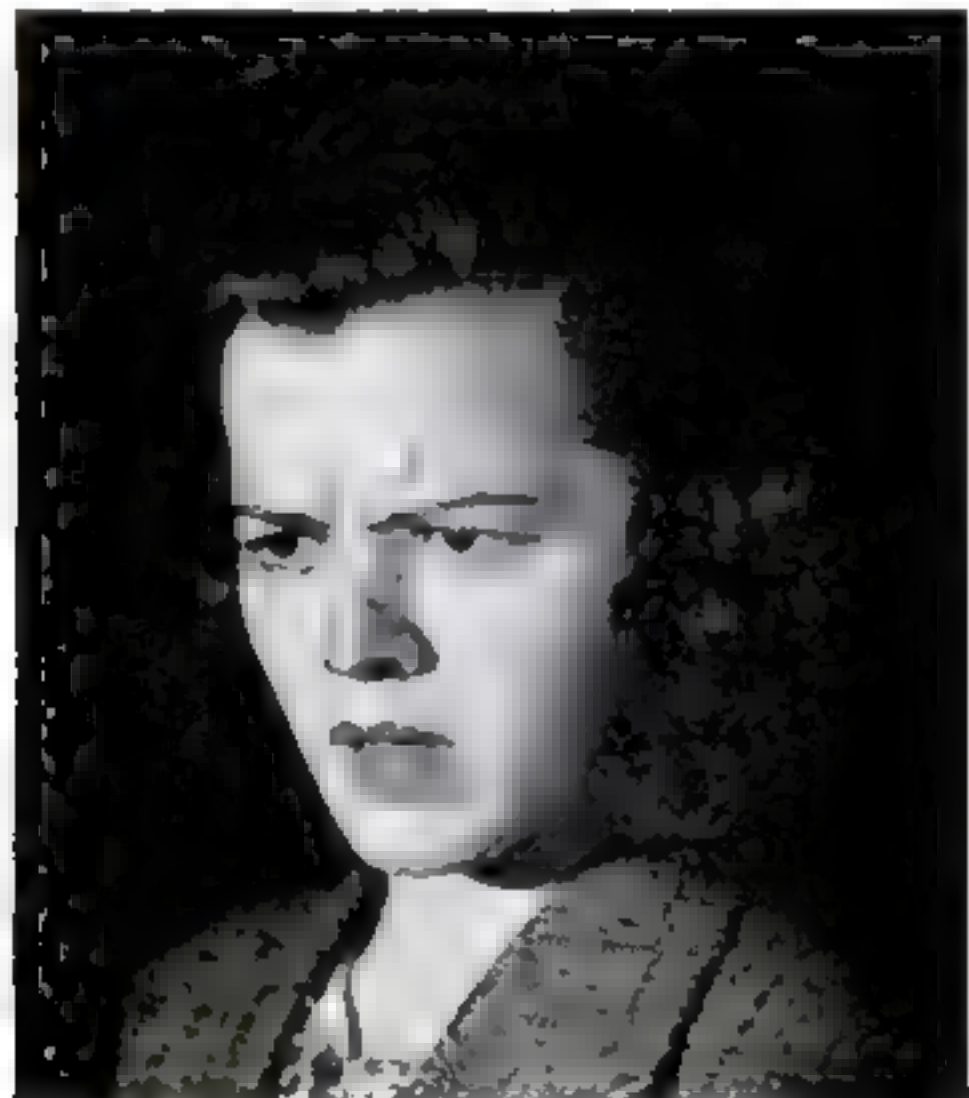


How to Keep Fit: Director Enright knows nothing better than exercise for her starlets. At top, four of them

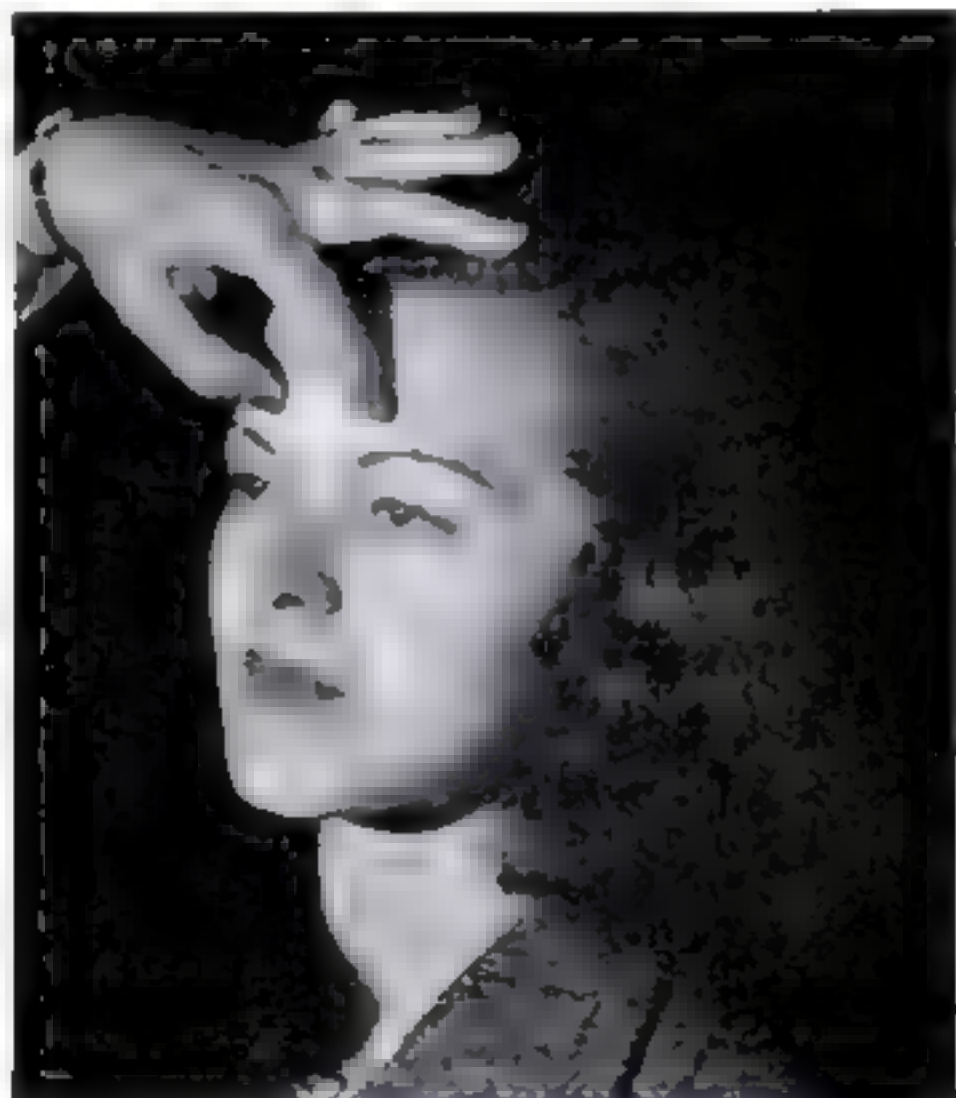
are running uphill past a set on the Twentieth Century-Fox lot, below, they kick their legs to limber their backs.



Director Florence Enright was a featured player in the silent movies. She works nine hours a day with her pupils.



Dixie Dunbar gets an Anti-Frowner: Miss Dunbar, a Twentieth Century-Fox featured player, was recently sent



back to Miss Enright's school to get rid of a frown. The picture (at left above) shows Miss Dunbar with frown; in the



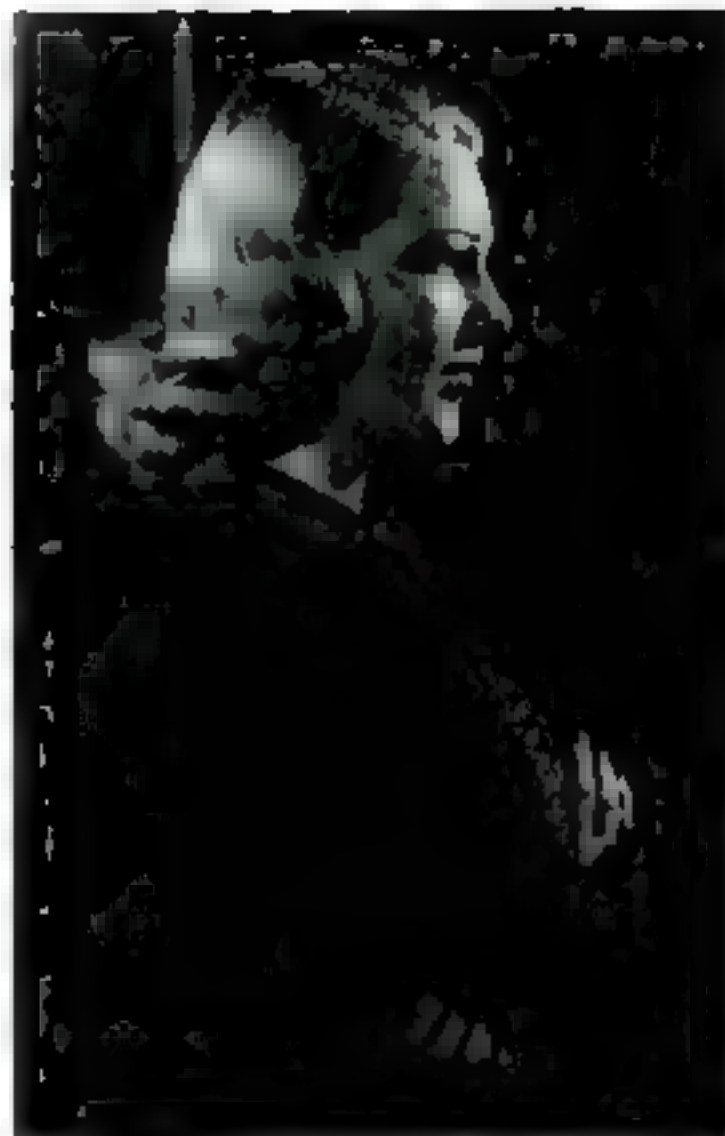
centre, the anti-frowner, a triangle of court plaster, is applied to her forehead; at right, she talks without frowning.



How Not to Talk: Arlene Whalen had a habit of popping her eyes when she talked (as shown at left). By the time Miss Enright corrected that, Arlene had begun popping her teeth (as at right).



How to Hold a Double Chin: Shirley Deane reported to Miss Enright with a "goose" (left). After taking tongue exercises and learning to hold her head properly, she got rid of it (right).



How to Kiss: At left, Robert Lowery and Leah Ray are too far apart and she has her left foot stretched out in the old silent-film style. Also their noses interfere. At right, a correct kiss.



How to Walk Down Stairs: Robert Lowery and Leah Ray should keep their eyes up (right) instead of down (left). The only difficulty is that the "right way" is likely to lead to a bad tumble.



Marjorie Weaver Learns Not to Blink: For Miss Weaver, who found herself blinking in the bright light of a movie



set, Director Enright prescribed an effective anti-blinking exercise to strengthen the eyes. First Marjorie looks



straight ahead, then left, then right, keeping this up until tears come. For Marjorie's screen test, turn the page.

Marjorie Weaver's Screen Test

(continued)

TO EVERY MOVIE HOPEFUL COMES THE GREAT DAY
WHEN SHE GETS A SCREEN TEST. THIS IS THE TEST
OF MARJORIE WEAVER WHO COMES FROM LOUIS-
VILLE, KY. ON THE STRENGTH OF IT, MARJORIE GOT
AN IMPORTANT PART IN "SECOND HONEYMOON."



SHE ENTERS A ROOM, SMILING BRIGHTLY



TALKING TO JACK HALEY. NICE SMILE. THAT



NOW SHE'S TRYING TOO HARD. BAD MOUTH



WHAT, LEAVING? THAT SMILE IS GOOD



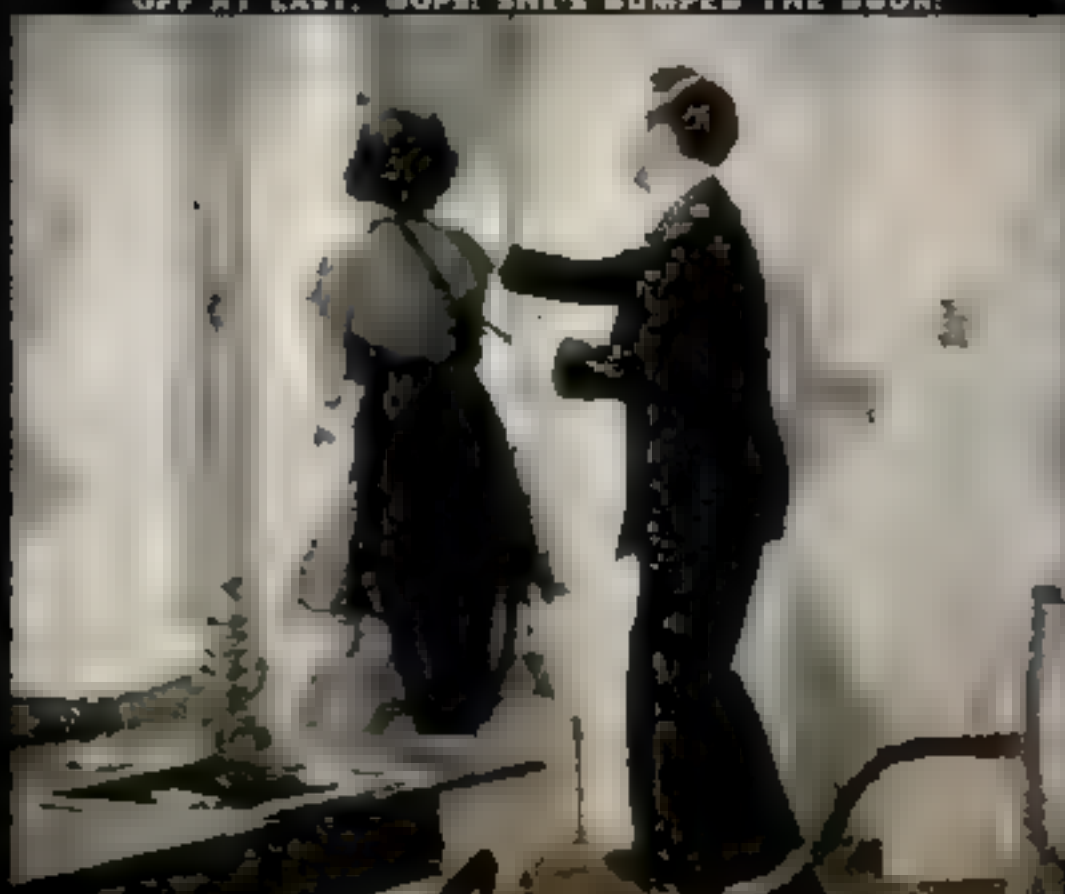
WHY DON'T PEOPLE EVER KNOW HOW TO LEAVE?



WELL, TA, TAL AWKWARD BUT GOOD STUFF



OFF AT LAST. OOPS! SHE'S BUMPED THE DOOR!



The Story of One Starlet: Mary Frances Gifford



Mary Frances Gifford (above) is a typical starlet in all ways but one: she is more than typically beautiful. It was her beauty which won her a screen test at the Samuel Goldwyn Studio in Sept., 1936. The section of the test (at right), in which Mary Frances is posed before an old master's beauty, brings out the fact that her face is more photogenic from the left (bottom) than from the right (top). Mary Frances, who now works for RKO, had an almost infinitesimal part in *New Faces* of 1937, will have a bigger part in *Having Wonderful Time*.



"Lug art" is sent out by RKO to introduce Miss Gifford to her public. The caption reads: "Beautiful Frances Gifford is a water baby. She takes a daily dip in ocean or lake."

CONTINUED ON NEXT PAGE



The Story of Mary Frances Gifford (continued)



1 Mary Frances Gifford was born in Long Beach, Calif., 20 miles from Hollywood. Daughter of an electrical engineer, she was a chubby, good-natured two-year-old.



2 At Woodrow Wilson High School, Mary Frances (the girl on the right) was a songleader. She also gave piano recitals, lectured on "Why I Like Long Beach

Best" at neighboring Rotary Clubs and delivered a Commencement oration on "Today's Youth Builds Tomorrow's World." Students elected her queen of two school fiestas.



3 On New Year's Day, 1936, Mary Frances (centre) was a queen of the Long Beach float in the Tournament of Roses parade at Pasadena.



4 In June, 1936, she was the prettiest graduate that proud Woodrow Wilson High School ever had.



5 A boy friend, Bill Paquette, who works for Sam Goldwyn, took her to studio to see how movies are made.



6 She was "discovered" on the set by Merle Oberon (right, who rushed her in to Mr. Goldwyn, got her a screen test and a contract.



7 The studio began a publicity build-up, calling her "Mary Gifford." Here she poses for fashion pictures. But in April, 1937, Goldwyn failed to renew her contract.



8 In May she was hired by RKO, her name switched to Frances Gifford. A make-up man is trying a blonde wig to see if she should bleach her hair. She shouldn't.



9 Movie studios find that not one starlet in 50 walks gracefully. A book on the head helps Miss Gifford to learn the right technique. Now she is ready for the camera.



The Finished Face of a Starlet:

Here is Mary Frances Gifford's face after studio make-up men finished with it. Her hair has been rearranged, her eyebrows heightened and lengthened (but not wholly

plucked), her eyes broadened. Miss Gifford licks her lipstick as a make-up man poises a set of artificial eyelashes for the right eye to match those in place on the left eye.

FROM FOOTBALL AND BOXING TO PAINTING IS THE STRANGE CAREER OF PAUL SAMPLE

Unlike the majority of painters who do some commercial work, Paul Sample makes no aesthetic concessions when painting to order. Thus the picture of Norris Dam (below, right) which he did for FORTUNE in 1935 is hung along with the rest of his work in the current Sample show at Manhattan's Ferargil Galleries. Referring to paintings which he has done on assignment, Sample says: "I consider them not as illustrations but as easel pictures."

Sample's matter-of-fact attitude towards his work comes naturally to a man whose temperament is far from that of the proverbial artist. Born 41 years ago in Louisville, Ky., son of a construction engineer whose work took him all over the country, Paul was graduated in 1921 from Dartmouth where, he says, "I took an art appreciation course and slept through it every day." During his waking hours he performed on a saxophone in what was known as The Barbary Coast Jazz Band, played football and basketball, won the heavyweight boxing championship. At Dartmouth also, he developed tuberculosis which confined him for four years to an Adirondacks sanitarium where innate talent, coupled with inactivity, drove him to drawing and painting.

His health restored by 1925, Sample established his home in Pasadena, Calif. where he has a flexible part-time job teaching art at the University of Southern California. There, and in Vermont where he is living this year he has done much of the typically American portrayal of rustic and small-town life which has won him many important prizes and whose freshness the critics have increasingly praised.



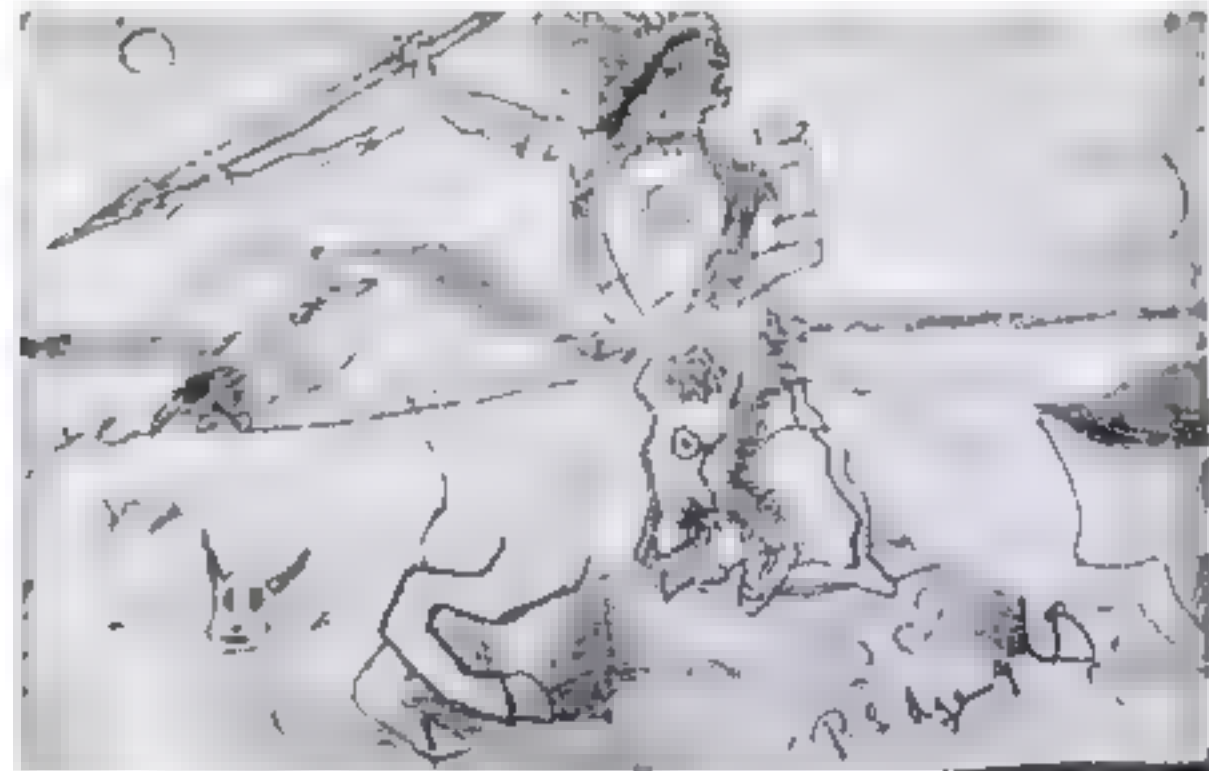
Mrs. Paul Sample is a Vermont girl who was born Sylvia Ann Howland and whose father is retired president of National Life Insurance Co. Says her husband (right): "Her

ideas are generally sound with regard to art." No Sample family group is complete without Lucy, Irish setter who has accompanied them across the continent some ten times.

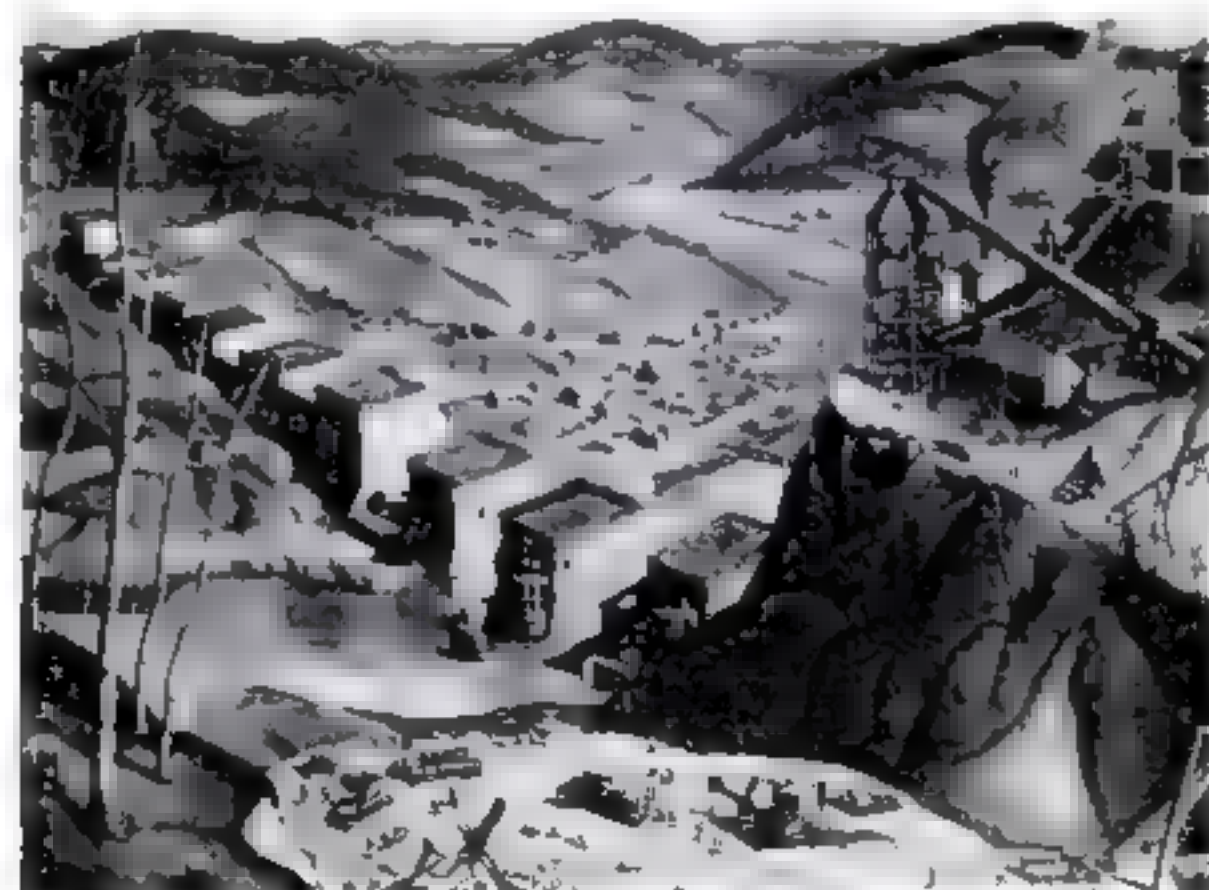


Ward Room, painted in 1934, is in current Carnegie Institute show in Pittsburgh. Manhattan's famed Critic Henry McBride has called it a "most direct

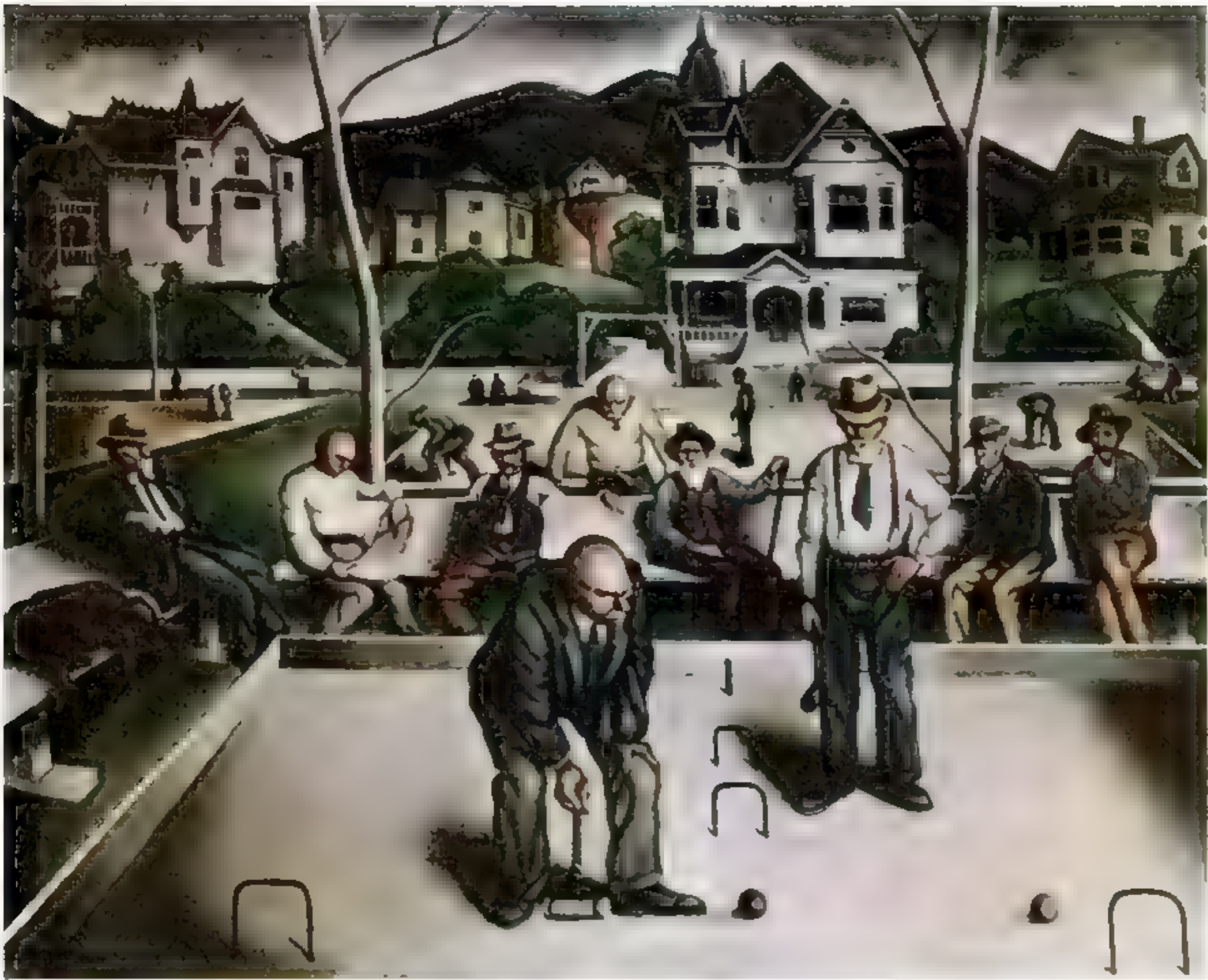
and well-managed composition a rather sinister study of a hospital in which you would not wish to be confined for any length of time."



This distressed Indian was drawn by Paul Sample when he was nine years old. During childhood many of his sketches were of boxers, reflecting a taste which led him to become heavyweight boxing champion later at Dartmouth.



Norris Dam, one of a series which Sample painted for FORTUNE in 1935, for all its ordered logic contains a strong vein of fantasy, did much to further Sample's growing reputation as "America's most unmaginative realist."



Rogue: The painting of deadly-serious, elderly croquet players (left), is Paul Sample's impression of a public playground in an old section of Los Angeles. Note Victorian houses in keeping with the players. Though these gentlemen are similar in appearance to the barber shop crowd (below), they are not related.



Barber Shop: The bald-headed man shaving the be-whiskered patron is 80-year-old Mr Bowman, proprietor of the Orleans, Vt. barber shop where Sample used to get his hair cut. Last year this painting won a Carnegie International prize.



Janitor's Holiday: Sample painted this autumn scene in Montpelier, Vt. Model for the man reclining under the tree in the bright fall sunlight was Henry Davidson, janitor of the

building where Sample had his studio. The Metropolitan Museum bought this picture last March. Mrs. Davidson made a special trip to New York "to see Henry in the Metropolitan."



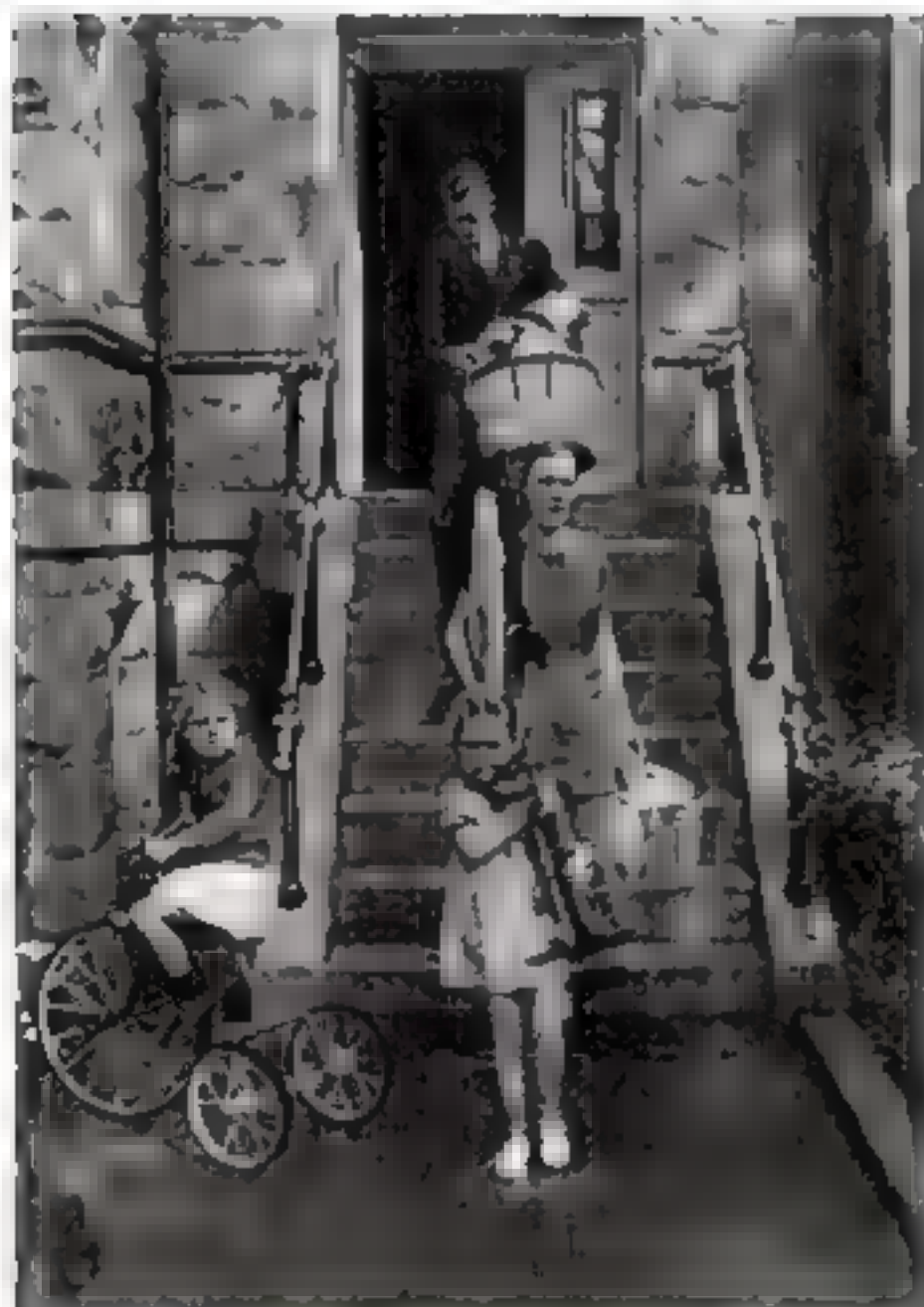
Band Concert: Artist Sample is fond of country bands, made sketches for this painting at Lyndonville, Vt. As is usual at such concerts, few people are listening to the music. It is an

occasion for gossip and gaiety. As a Dartmouth student, Sample earned his board by playing in a jazz band. He gets more satisfaction from concerts than from art museums.



GREENBELT, MD. IS LAID OUT IN A SWEEPING CRESCENT. HOUSES BACK ON A THROUGH TRAFFIC ROUTE WHICH SKIRTS THE TOWN (RIGHT)

AMERICAN HOUSING: A FAILURE, A PROBLEM, A POTENTIAL BOON AND BOOM



In Washington the family of George Bradford, Government clerk, moves out of its flat at 1006 East Capitol St.

Greenbelt, Md. (above), seven miles outside Washington, is, as detailed on the following pages, a wonderful place. For people like the George Bradfords (left & right), who are shown migrating from mean Washington quarters to a lovely house in Greenbelt, it comes close to being Utopia. Easily the most Utopian thing about it is that the Bradfords are renting an up-to-date, five-room Greenbelt house for \$1.50 less than the \$35 per month they have been paying for a two-room flat in Washington.

The fairy godfather responsible for the Bradfords' good fortune is Rexford Guy Tugwell, retired head of the defunct Resettlement Administration (now Farm Security Administration). Greenbelt was his bossiest experiment. If Greenbelt homes were put on the open market, they would bring about three or four times the rent which the Government is asking of its selected tenants. The balance of the Bradfords' rent is charged up to American taxpayers, a great majority of whom can afford nowhere near such fine accommodations for themselves.

Greenbelt is characteristic of New Deal housing ventures. For nearly five years the humanitarian Roosevelt Administration has stumbled & fumbled along with such expensive, unco-ordinated "demonstration projects," made scarcely a dent in the great and growing problem of providing adequate living quarters for the "ill-housed" one-third of America.



In Greenbelt the small Bradfords thrill at sight of their beautiful new home, with grassy lawn for them to play on.



HOUSING ADMINISTRATOR STRAUS

Nathan Straus (left) of New York's great merchant family, who took office Nov. 1 as first Administrator of the new U. S. Housing Authority, calls the housing shortage now facing America "terrifying."

As Mr. Straus begins his job, the U. S. Government has for the first time in its history a clearly-defined housing program. It is based on the principle that dwellers in America's noisome and disgraceful slums must be given decent housing, worth more than they can pay, the balance to be met with public funds.

Greenbelt, like its counterparts near Cincinnati and Milwaukee, was not intended for slum-dwellers. It is open only to people with incomes around \$1,200. George Bradford earns \$1,200 as a clerk in the Department of Justice.

Ex-Administrator Tugwell projected Greenbelt as a frank social experiment, a "model American town of the future." It has room for 885 lucky families, mostly those of Government employees, who have been moving in since Oct. 1. It has cost \$14,227,000. It will bring the Government a return of about 1/2 of 1% on its investment.

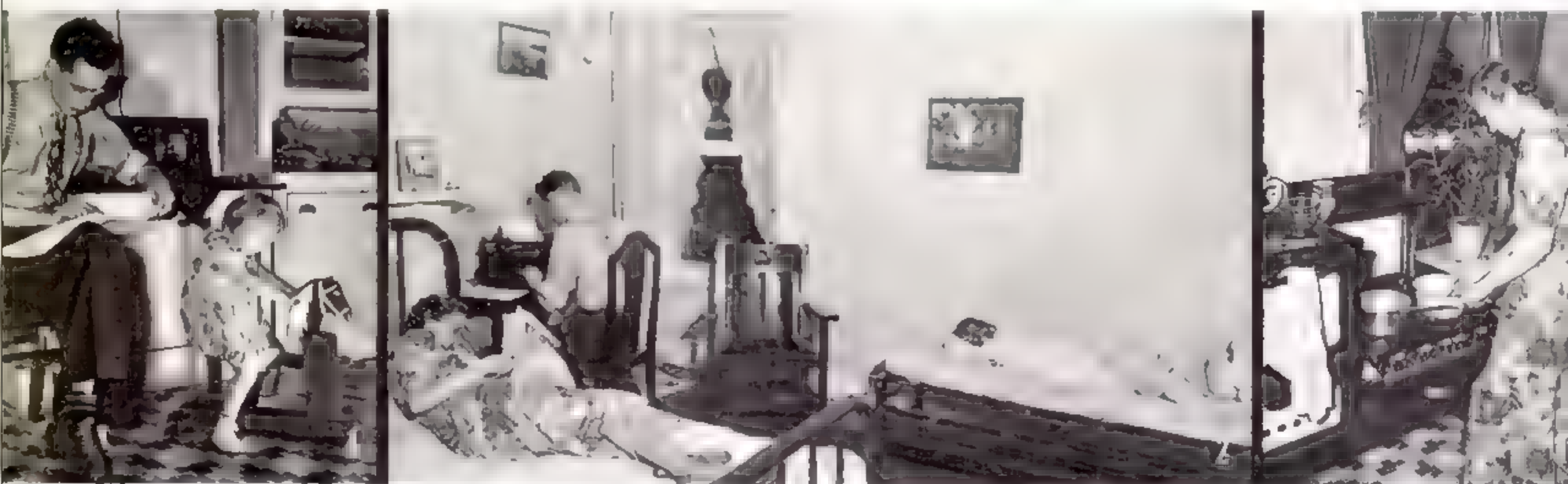
Nearly \$5,000,000 of Greenbelt's cost is attributed to use of inefficient relief labor. Even so, as a sample of housing for people of George Bradford's income class, the town is a model of economic impossibility.

Functionally and architecturally, however, Greenbelt is an undoubted success. Its attractive, efficient houses are electrified to the hilt. Underpasses make its curving streets and walks 100% safe. Set in the centre of a rolling 8,000-acre tract, it is protected from intrusion, has plenty of room to grow, plenty of room for gardens.

The Government has provided Greenbeltians with a ready-made community auditorium, recreation centre, library, two schools, 25-acre lake. Taxes are included in the rent. Greenbelt stores are co-operative, with profits returned to the patrons.



IN WASHINGTON THE BRADFORDS LOOKED OUT ON UGLY HOUSETOPS



Above: Bradford Family in Washington
Below: Bradford Family in Greenbelt

George Bradford, 26, drifted around the country working at everything from dishwashing to newspaper reporting before he settled down in Washington early last year as a Government employee. His first job was in the Washington

Navy Yard, at a substandard wage of about \$700 per year. Swedish-born Mrs. Bradford helped support their two small daughters by sewing. Transfer to the Department of Justice raised George Bradford's economic level by \$500 a



6

7

8



IN GREENBELT THE BRADFORDS' CASEMENT WINDOWS OPEN ON A VISTA OF LAWN, TREES AND SHRUBS. NO GREENBELT HOUSE FACES A STREET



4



5

year. But still the best he could afford for his family was a furnished bedroom and kitchen on the fourth floor of a Washington rooming house (above). There ambitious Mr. Bradford read up on housing and co-operatives with the

children underfoot (No. 1). The Bradfords ate (4) in the kitchen (3) and all four of them slept in the one bedroom (2). In Greenbelt (below) the little Bradfords (6) and Father & Mother (8) have separate bedrooms, a living room (7),

and a dining room (10), furnished with Greenbelt furniture. Mrs. Bradford's kitchen (9) has the latest electrical devices. And her washing, which once hung in a dark, narrow court (5) now swings in a fresh and sunny breeze (11).



10



11



This is Mrs. Bates, of 210 East 98th St., New York City. Near some of the nation's richest people, she lives with her poor husband in this squalid basement, on relief. There is not much that can be done for the Bateses,

except perhaps a little decent comfort at the end. But there are millions of American slum children to whom decent homes would mean a fair chance to make themselves into the kind of citizens their country needs.

On the opposite page you see something of the tiny start which the New Deal has made toward solution of this gigantic problem. The new U. S. Housing Authority will push that start much farther, but not nearly far enough.

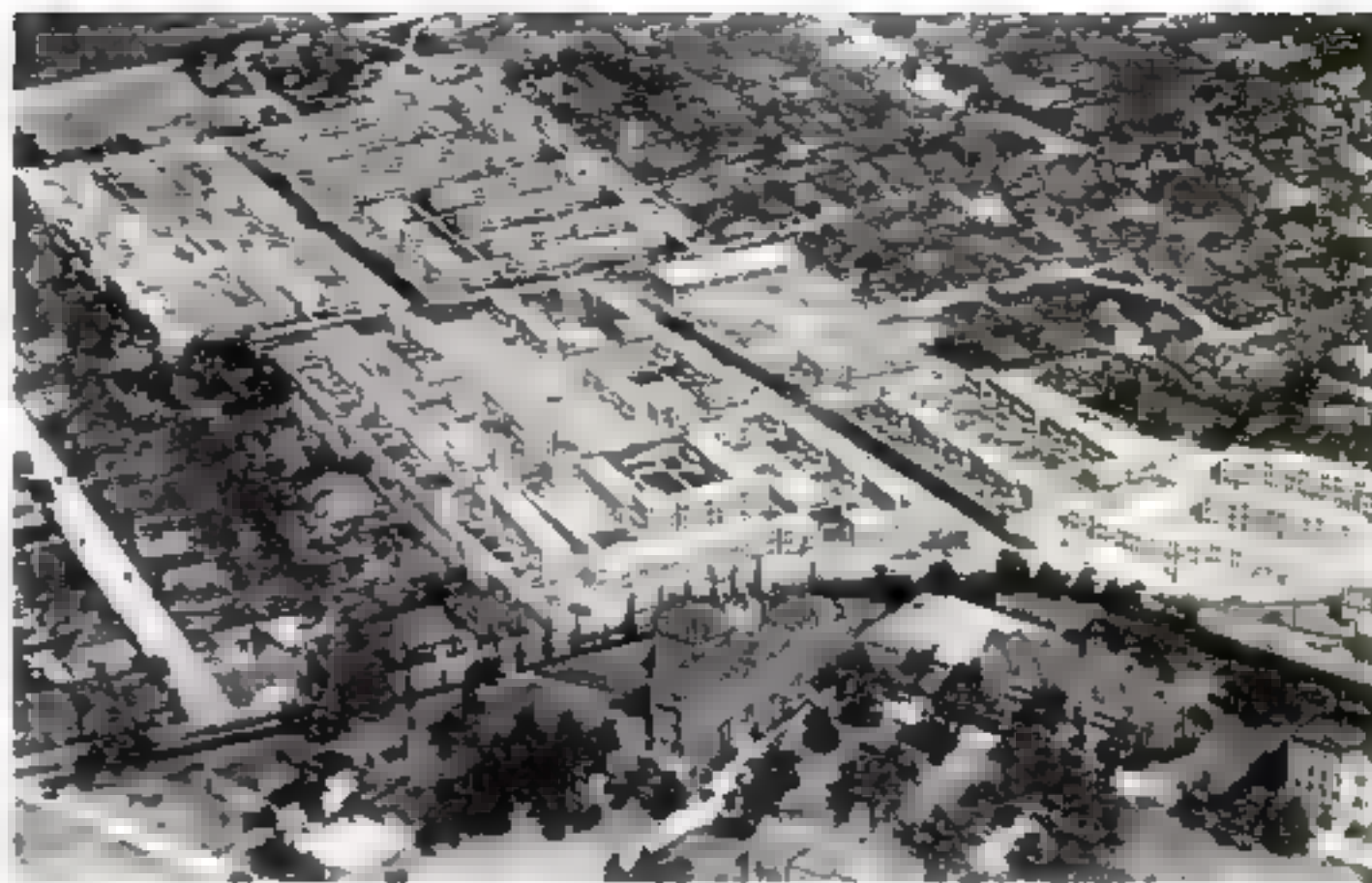
The New Deal makes a tiny start on a gigantic job

On this page you see four of the 51 low-cost housing projects which have been, or are being, built by the Federal Public Works Administration in 36 American cities at a cost of \$134,000,000. They are the last such structures which the Government expects to build. The new Housing Authority will act simply as bank and standard setter, leave building and management to localities.

The 51 PWA projects will house about 22,000 families, which is something, but not much. Their cost has made their rents, averaging about \$6 per room per month, too high for dwellers in the worst American slums.

The Housing Authority will now take over the PWA houses, sell or lease them to local housing authorities as quickly as possible. For them, as well as for new projects, the Authority will join localities in providing subsidies expected to bring rents down to less than \$4 per room.

With half a billion dollars to lend, the Housing Authority may make 175,000 new homes. To rehouse nearly all of America's slum families, it is estimated that the Government would have to spend 20 billion dollars in one year.



UNIVERSITY HOMES IN ATLANTA REPLACES 20 ACRES OF SLUMS



NEW TOWNE COURT IN CAMBRIDGE, MASS. HOUSES 204 FAMILIES



BIGGEST PROJECT (1,622 APARTMENTS) IS BROOKLYN'S WILLIAMSBURG



CEDAR CENTRAL APARTMENTS IN CLEVELAND COST \$3,384,000, HAS STORES, PLAYGROUNDS, PARKS AND A COMMUNITY HOUSE FOR 654 FAMILIES

CONTINUED ON NEXT PAGE

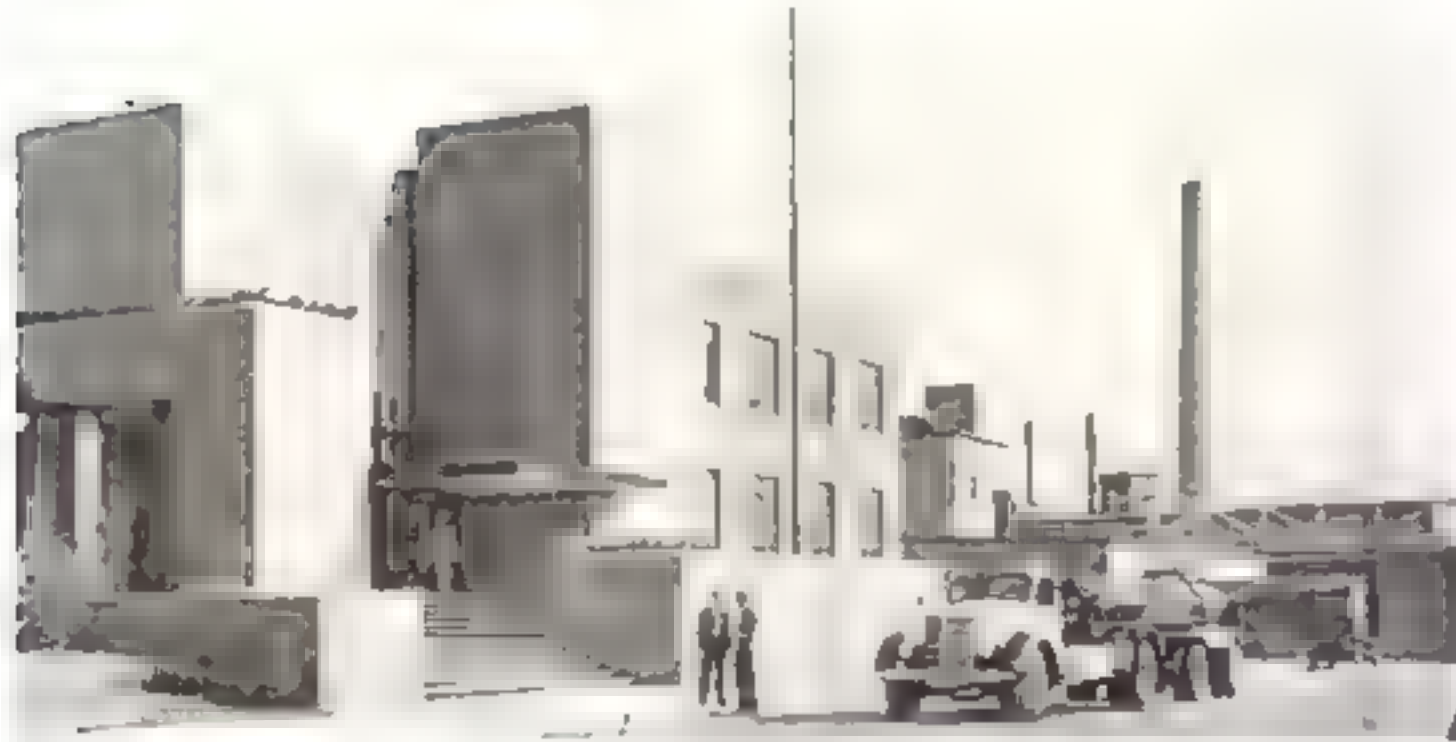
MIDLAND, MICH. LEADS WAY IN PRIVATE HOUSING

Housing Administrator Straus estimates that the Government, at best, can supply no more than 10% of America's "terrifying" housing shortage. The rest is up to private capital. Private capital will never supply homes for slum-dwellers, because there is no profit in it. But there are millions of better-off Americans who could if they would, or would if they could, have newer, better homes. On them depends the great, prosperity-bringing, long-expected Building Boom whose failure to develop this year is a factor in the current business slump.

What may happen to America when the Boom comes is seen in little Midland, Mich. (population 8,038). Because it lives off the steadily-prosperous Dow Chemical Co., Midland was not hard hit by Depression. For five years it has been having a building boom of its own, some of the results of which are shown on these pages.



This extraordinary courthouse, commissioned in 1924 by Dow Chemical's late Founder-President H. H. Dow, was the inspiration for Midland's boom.



This Dow office building was designed by Alden B. Dow, 33, architect-son of the founder, disciple of great Frank Lloyd Wright, chief influence for modernism in Midland housing



The Country Club was Alden Dow's first Midland designing job, done while he was still a School of Architecture student at Columbia University. Midlanders first thought he was crazy.



This \$2,500 house was designed by Alden Dow for F. W. Lewis. Neither designed nor approved by him are some 100 workmen's homes in the Dow Housing Project, costing \$4,000 apiece.



Interior of the Lewis house features a combination living room, dinette & kitchen (above). It also has two bedrooms and basement. Insulation keeps it ten degrees cooler in summer



The flat prairie on which Midland and its rich Dow Chemical Co. plant (above) are built lends itself to Alden Dow's low, flat type of architecture, with minimum of artificiality



This \$50,000 house was designed by Alden Dow for Dow Chemical Co.'s Board Chairman James T. Pardee. Finished last summer, it is Dow's and Midland's biggest, showiest house.



This is Mrs. Parden enjoying the living room of their up-to-the-minute new house with her board-chairman husband. Sweeping windows and translucent transoms, plus

the white reflecting half of their two-toned ceiling, give them a maximum of light. The conversion of the influential Pardes to his architectural ideas was a great conquest

for Aldea Dow. Many Midlanders still reject modernism, build traditional houses. But Dow has stimulated them to want better homes—prime requisite for a building boom.

CONTINUED ON NEXT PAGE



Alden Dow carries his belief in functionalism to the point of designing functional vests for himself. Their big pockets hold plenty of pencils, instruments, notes. As a boy, Dow saw Frank Lloyd Wright's famous Imperial Hotel in Tokyo, decided to be an architect.



This staircase in the home of Howard Ball illustrates a notable feature of Dow design—an intriguing use of corners with occasional enticing glimpses of what lies beyond. Here the long gap by the stairway permits a glimpse of Katherine Ball on the couch.



Built-in drawers and closets along the upstairs hall and master bedroom of this home which Dow designed for Engineer George Green show functional use of wall space.



Light glows through glass blocks in this night photograph of the Pardee house exterior "1940," the house-of-the-future which Alden Dow is now designing, will consist of a

metal or wood frame on which the builder may hang his choice of pre-fabricated units, thus permitting a variety of materials impossible in current pre-fabricated houses.

Of all the luscious,
rich, spicy, old-fashioned
mince pies...

NONE SUCH MINCE MEAT
makes the best!

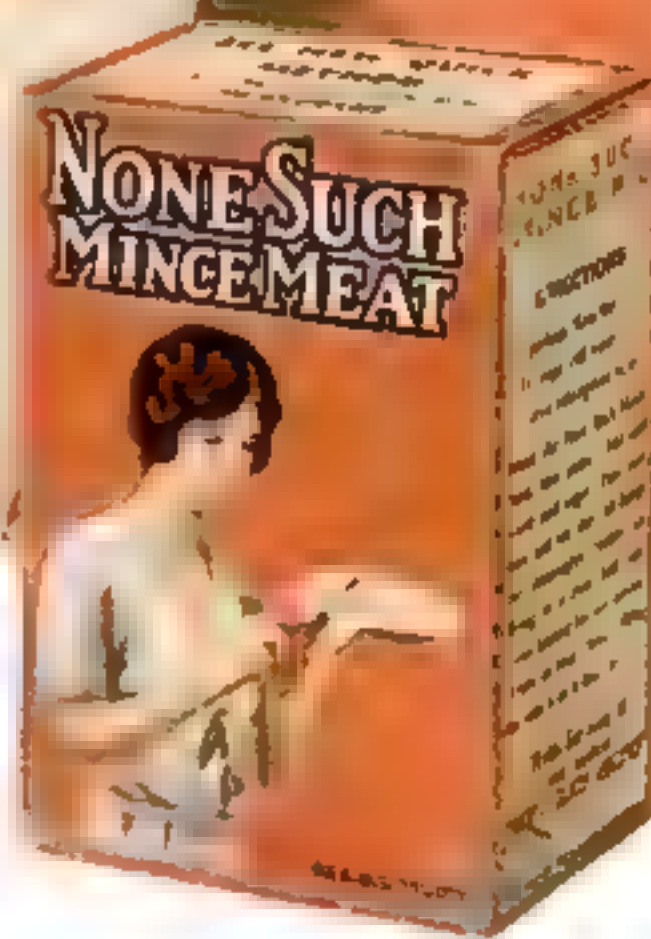


Pin this on
your grocery list:

*Remember to get
None Such
Mince Meat!*

Look for the bright
red package to be sure
of genuine None Such.

The price is lower now
— but it's exactly the
same old-fashioned,
rich, spicy mince meat
your mother used to buy!





Tomorrow's dinner struts proudly along—unaware that even now his young friends are longingly anticipating his drumsticks. But after all, it's an honor to be served on the same menu with Ritz!



Grandma gets hungry while she waits for the gula spread, and Grandpa obliges with her favorite between-meal snack—Ritz crackers and milk. She says: "We didn't have anything as tasty as these Ritz crackers when I was a girl—but I'm making up for lost time now."

RITZ HELPS THANKSGIVING



Billy starts off the Thanksgiving dinner in proper style by passing around the Ritz crackers. Later on the turkey will have its moment, but right now the crackers with the tempting nut-like flavor are getting the applause. These golden taste-tensers will add a good share to the enjoyment of the soup, and two courses later you'll find them doing wonders for the flavor of the salad and cheese. Billy likes Ritz with cranberries, too!



Free!

This fascinating book "50 Delicious Desserts"—Delectable, easy-to-make recipes for parties or family dinners. Write National Biscuit Company, 449 West 14th Street, Department 113, New York.

The hay wagon can still compete with the horseless carriage as a romantic means of transportation. And when there's a package of delicious Ritz aboard—folks are glad for the extra time it takes to get there. It simply means that there's more time to enjoy this delightful cracker.



Look for this **SEAL OF PERFECT BAKING** which identifies products of **NATIONAL BISCUIT COMPANY**



SCRIMMAGE IN FRONT OF THE ROSEMARY GOAL: A LOW-HEYWOOD FORWARD (IN BLACK) ENCOUNTERS THREE ROSEMARY BACKS

ROSEMARY BOWS TO LOW-HEYWOOD AT FIELD HOCKEY



The Rosemary team, in light suits, went into a huddle before the game, gave a long cheer for Low-Heywood.

On a leaf-strewn field at Rosemary Hall, in Greenwich, Conn., on the sunny afternoon of Oct. 30, 66 schoolgirls scampered back and forth playing the annual field-hockey matches between Rosemary Hall and Low-Heywood School, topnotch girls' preparatory schools. Three games were played—between first, second and third teams. Although Rosemary traditionally has strong hockey teams, Low-Heywood scored a surprise, won two games.

Today field hockey is the most popular outdoor autumn game at girls' schools and colleges. About 50,000 American girls play it. Rosemary Hall, an American pioneer, imported field hockey from England 40 years ago. By 1907, the game had caught on at Eastern colleges and private schools and has only recently become popular in public schools. Games are generally neighborhood or intramural contests. Field hockey is an ideal girls' sport. Played outdoors, it requires a large number of players (eleven to a team), is fast, vigorous but not too rough.



The Low-Heywood team, in dark suits, returned the courtesy by going into a huddle, gave a long cheer for Rosemary.



CHASING A WIDE SHOT



A DOUBLE MISS



STICK WORK



REST BETWEEN HALVES

CONTINUED ON NEXT PAGE



"One thing I don't fear is a fire,"
Said a wise little Kayser gown buyer.
"If it starts in the night,
I'll be rescued on sight,
For Kayser's my best beautifier!"

FREE HOSIERY! Write your own limericks about Kayser gloves, hosiery or underwear. It's easy—it's fun! And you'll win 6 pairs of Mir-O-Kleer® Hosiery for each limerick we accept. Mail to Kayser, Dept. L 6, 300 Fifth Avenue, New York City

NAUGHTY LITTLE NIGHTIES
—these Kayser "Lynes"™
gowns. Make you look all
satiny and slender. Pajamas,
too—with a dash of swank.
And there are scores of other
Kayser gowns, pajamas and
sleepers, warm and romantic as
a Tahitian night. \$1.65 to \$5
"BE WISER... BUY KAYSER"

KAYSER

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Hockey at Rosemary (continued)



The Students at Rosemary Hall all turned out to cheer their teams. Their efforts were enthusiastic but informal. They paid little attention to the exertions of their cheerleader (below). The players, however, took the game much more seriously. They played hard and intently. During the rest periods between 25-minute halves, they sucked slices of lemon to quench their thirst. This is the cause of the girls' expressions (above).



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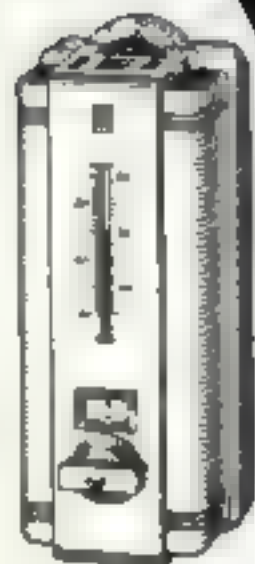
Three Words

THAT REVOLUTIONIZE
HOME HEATING COMFORT

ACRATHERM STABILIZED HEAT

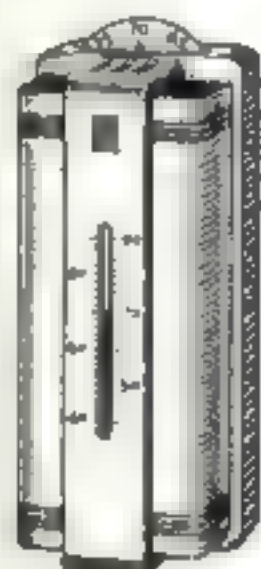
THE DA-NITE ACRATHERM

The Da-Nite Acratherm has convenient night shut-down for fuel saving . . . with automatic return to day temperature.



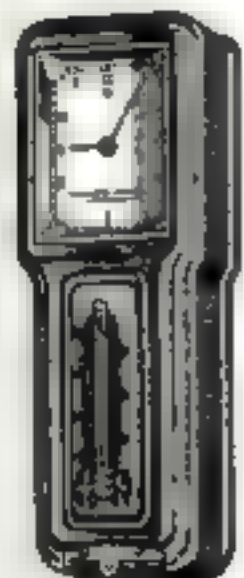
THE ACRATHERM

The plain Acratherm is the same as the Da-Nite Acratherm without night shut-down.



THE CHRONOTHERM

The Chronotherm requires no manual attention either for day comfort or night shut-down.



ACRATHERM Stabilized Heat brings you a new kind of comfort. It effectively produces that constant indoor temperature so essential to health and comfort and supplants all ordinary means of temperature control. The Acratherm, because of its accelerator, actually senses temperature changes before they occur and speeds up the heating system to meet them. It literally irons out heat fluctuations in any modern heating system by automatically adjusting the length and number of burner operations to supply heat in response to changes in outside weather. Short, frequent burner operations in cold weather, less frequent operations in mild weather produce Stabilized Heat. No thermostat without the Acratherm Accelerator can do this. Therefore, when you install Automatic Heating or modernize your present equipment, insist that it is Acratherm Controlled. Minneapolis-Honeywell Regulator Company, 2919 Fourth Ave. So., Minneapolis, Minn. Branch and distributing offices everywhere.

MINNEAPOLIS - HONEYWELL
REGULATOR COMPANY

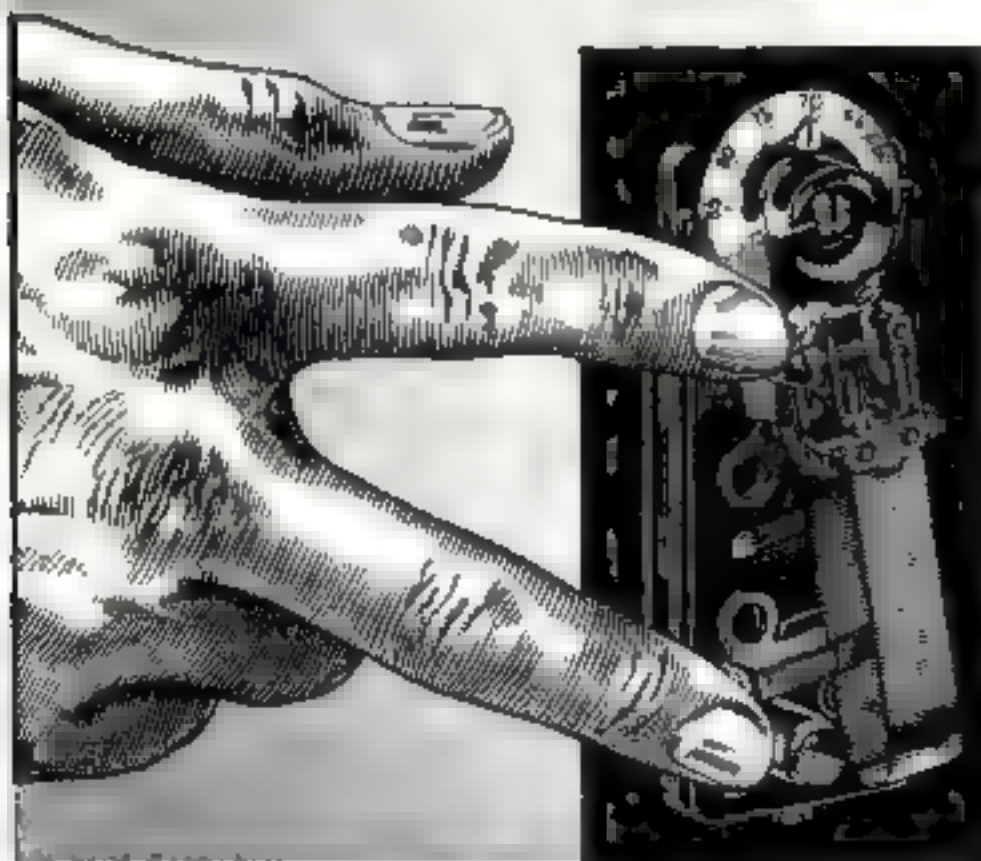
SUMMERIZE
YOUR HOME FOR
WINTER COMFORT
WITH AUTOMATIC HEATING
and AIR CONDITIONING
SEE YOUR DEALER NOW!

THE ACCELERATOR

at tip of lower finger, working in harmony with the two contacts shown above opens and closes the exclusive Accelerator circuit, giving Acratherm the power actually to sense indoor temperature changes before they occur, and prepare your heating system to meet them. The result is new automatic comfort -- Stabilized Heat, possible only with Acratherm.

Send For This Book--It's Free

You will be interested in the booklet, "And Then We Turn On The Heat." It gives all the facts about "Acratherm Stabilized Heat." Send for free copy.



NO ONE INCLUDING YOURSELF— WILL KNOW YOU'RE WEARING RUBBERS



This real-life photograph shows you how closely a Shuglov resembles a fine British Brogue... right down to the stitches, laces and exact reproduction of leather! And Shuglovs are so light, so flexible, you'll hardly know when you're wearing them! The B. F. Goodrich Co., Footwear Division, Watertown, Massachusetts.



Business Appearance counts, whether it rains or shines. Be prepared for the stormiest weather—yet look your best—with a pair of the new Shuglovs.



Theatre—Shuglovs are right at home among the most smartly dressed first night crowd. No longer is rainy weather an excuse for old-fashioned heavy rubbers!



Sports—There are no "rain-checks" in a football game—so protect yourself with Shuglov oxfords. See them at your nearest dealer or write for free booklet "L."

Hockey at Rosemary (continued)



Rosemary's coach, Mrs. Ronald Macquire, a pleasant Englishwoman, gathered her first and second teams together before the game, ran through last instructions and a blackboard rehearsal of plays.



Rosemary's goalie, dressed in her heavy pads and shoes, listened as attentively to Coach Macquire's final pep talk as any college football player would to the last-minute exhortation of his coach.



The Rosemary third team sat on the sidelines and patiently watched the first and second teams play. When these games were over, most of the spectators left for tea and the third-team game was played in comparative loneliness in the dusk.

*A Shirt is
only as smart
as its* **COLLAR**

**VAN
HEUSEN**
COLLAR-ATTACHED
SHIRTS

The old order changeth! Well-dressed men no longer select their collar-attached shirts by color and pattern alone. They look first to see if the *collar* is the patented Van Heusen fabric. For to find this magic, wilt-proof collar is to secure wear and smartness available in no other shirt. See these *NEW* Van Heusen Collar-Attached Shirts at your men's wear dealer. There's a wealth of patterns and colors, also white broadcloth and end-on-end madras.



*The collar stays smart be-
cause of the backing of Van
Heusen Collar fabric*

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ASK YOUR JEWELER ABOUT
HIS ATTRACTIVE LAY-AWAY
AND BUDGET PLANS OF
PURCHASE. CHOOSE
GIFTS NOW FOR CHRISTMAS

TODAY—write Chapter One into the story of your happiest Christmas-to-be! Accept this invitation from your jeweler and be among the very first to view the season's most distinguished gifts

You will find it remarkably easy to discover here a just-right remembrance for almost anyone on your gift list . . . at a price that is pleasing.

In particular, see the new ELGIN watches. They are headed up by the Lord Elgins and Lady Elgins. These timepieces are creating a tremendous stir. For they offer a combination of advantages to be had in no other make of watch

The Lord Elgin wrist watches are 21-jeweled and will run 45 hours on one winding. They are tailored to a pattern that is rugged, masculine, typically American.

In the 19-jewel Lady Elgins, America's master designers have outdone themselves. Each is so delicately feminine in feeling . . . yet so convincing in ability. Magnificent little timepieces to be cherished and worn with a pardonable pride

Only the ELGIN partnership of craftsmen and scientists could achieve such watches. Each is flawless . . . solidly honest in materials and workmanship. Each is timed to the absolute standard of the stars by an electrical device developed through the co-operation of ELGIN craftsmen

Lord Elgins are reasonably priced from \$50.00. Lady Elgins from \$47.50. Other ELGIN models in a wide range of prices. Visit your jeweler now. Ask about his convenient lay-away and budget plans

★ ELGIN WATCHES ★

FOR 72 YEARS A GIFT TRADITION IN LEADING AMERICAN FAMILIES

SPECIAL ELGIN



Introduction to a perfect Christmas...
ADVANCE GIFT SHOWING AT YOUR
JEWELER'S... *Starting Tuesday, November 16th*

ELGIN

Clip out the "Elgin" you prefer... Try it on!

Which of these new ELGINS will look best on you, or on the person for whom you are choosing a gift?

Clip out the model you prefer and conduct a "try on" session. Stop by an Elgin jeweler's store, your jeweler, or see the new ELGINS themselves. For these watches on paper can only hint at the superlative smartness and fine workmanship that set ELGINS apart from all other timepieces.

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OF

FINE LIQUORS

ALL BEARING THIS FAMILY CREST

MOUNT VERNON straight rye whiskey, bottled in bond under U. S. Government supervision 100 proof

OLD CROW BRAND Kentucky Straight Bourbon Whiskey

OLD OVERHOLT—Pennsylvania straight rye whiskey, and **OLD TAYLOR**, Kentucky straight bourbon whiskey, both bottled in bond under U. S. Government supervision for 100 proof

LANSON CHAMPAGNE, alcohol 12% by volume

BUSHMILLS WHISKEY — produced in Ireland 9 years old 90 proof

MONNET'S COGNAC BRANDY, 86 proof

GILBEY'S GIN — distilled from 100 percent grain neutral spirits 90 proof

OLD GRAND-DAD
STRAIGHT WHISKEY
DISTILLED BY THE OLD GRAND-DAD STILLERY COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY

A distinguished member of a distinguished family is Old Grand-Dad, a name you'll find in the "Who's Who" of noble whiskeys back through the years ... a bottled in bond Kentucky straight bourbon that you'll relish for its irresistible taste, so different that you can't mistake it — not even in the dark. This patriarch of superb bourbons belongs to that aristocratic family of whiskeys, brandies, wines and liqueurs that bear the seal of National Distillers.

You'll find the National Distillers emblem an unerring guide to quality and value. National Distillers Products Corporation, Executive offices, 120 Broadway, New York.

YOUR GUIDE TO



GOOD LIQUORS

SCIENCE & INDUSTRY

"BEES WON'T HURT; THEY'RE FRIENDLY"

Congress exhibits 50,000 bees behind White House

Fifty thousand bees buzzed busily back of the White House at the International Beekeepers Congress at Washington Oct. 25-27. Best reason for their presence was that their proud keepers wanted to prove that "Bees won't hurt you; they're friendly." Thus did Beekeeper Henry Brown (*below*) toss a handful of bees over his head, watch them dribble down his nose. Finally he took a mouthful, letting them walk out. One good reason bees did not sting was that they had been smoked to make them sluggish. Another reason was that keepers knew how to handle them, while spectators did not.



KEEPER BROWN GIVES HIMSELF A BEE SHOWER



A MOUTHFUL OF BEES PROVES HARMLESS TO MR. BROWN



FRANCES HUDNUT SMILES NERVOUSLY AS BEES GET FRIENDLY



SOME UNFRIENDLY BEES ANNOY LITTLE EILEEN DAVIS

CONTINUED ON NEXT PAGE

(continued)

After McGuffey



jew' els	vī' tā mīns	frēsh
vēg' ē ta bles	Green Giant	gōōd
tēn' dēr	grēen	grēt' ing
fūn-to-ēat	dē light'	Wēt' ērn Ūn' ion

THE GOOD MOTHER AND THE BAD MOTHER

1. There was once a good mother with two children. She called them her "jewels". Nearby lived another mother who thought her children were a pain in the neck.

2. The bad mother got great delight in forcing her children to eat vegetables they did not care for.

3. The good mother knew her children should eat vegetables—but she served them Green Giant Brand Peas—which were so big, yet tender, green and fresh-tasting that they would clamor for second helpings. They loved those fun-to-eat vitamins.

4. The children who ate Green Giant Peas grew up to be pillars of the community, and always took their mother to the movies once a week.

5. While the boy and girl who didn't get Green Giant Peas never forgave the bad mother and every Mother's Day would send her the shortest greeting in the entire Western Union list!

YES! WE SAID "FUN TO EAT"

Picture a great big pea. Not a little, hard-to-get-at pellet. A pea that practically melts in your mouth—and tastes as though it had just come from your own garden. That's a Green Giant Brand Pea, picked from a secret breed, less than three hours from garden to can.



Look for the Green Giant on the label

"GREEN GIANT"
REG. U. S.
PAT. OFF.



Grown exclusively by Minnesota Valley Canning Company, Le Sueur, Minn., and Fine Foods of Canada, Ltd., Toronto, Ont.

QUEEN BEES ARE ARTIFICIALLY INSEMINATED

A queen bee has only one impregnation in a lifetime. Left to her own devices, she flies off, submits to the first drone to catch her. Hence the breeder has been unable to control her haphazard mating habits and raise a more productive type of bee. Ideal solution to the problem is artificial insemination. This system (shown below) is being tested by U. S. Department of Agriculture apiarists at Louisiana State University.



This queen bee can produce several hundred thousand eggs. Artificial impregnation, already about 88% effective, will eventually be commercially practical.



Cell foundations each containing a queen are placed in separate hives. If kept in one hive, the first queen to emerge stings to death her unhatched hapless sisters.



Ten days after hatching, the queen bee is immobilized under the microscope and receives an injection of millions of sperm cells, thus becoming inseminated.

TOUCH TUNING

*Completely electric —
Completely automatic*

IT'S THIS YEAR'S BEST RADIO BUY

OF COURSE you'll want completely automatic tuning in your next radio. The new G-E brings you this newest development at its best. G-E Touch Tuning is the biggest radio improvement in years—the supreme achievement in electric, automatic tuning.

Here's how it works: The new G-E has 16 push buttons—S-I-X-T-E-E-N! A separate button for each of your favorite stations—each one marked with station call letters. You pick the program you want by merely pressing a button. And silently, instantly, and automatically your program is tuned-in with hairline precision.

No dials to twist, twirl or swish! No fumbling with knobs! Touch Tuning puts an end to hand-dialing—makes conventional type radios obsolete. Stop in at your nearest General Electric Radio Dealer's for a thrilling demonstration.

18 Super Value G-E Models to select from

Beautiful new console models, personal radios, arm-chair radios \$19.95 to \$295. Prices slightly higher South and West. Subject to change without notice.

NEW TOUCH TUNING MODEL

the biggest radio dollar value of the year

Your G-E Radio Dealer now has on demonstration a brand-new G-E Touch Tuning model, E-96. This remarkable instrument is sensationally priced—to bring Touch Tuning within reach of EVERYONE. It costs no more than you would pay for a good conventional hand-dialed radio.

Liberal Trade-Ins—Easy Terms



MODEL E-107 ILLUSTRATED



GENERAL ELECTRIC

RADIO

FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E.S.T. NBC RED NETWORK



YOU MEAN TO SAY WHEN TOM WALKED OUT ON YOU, YOU WENT AFTER HIM?

TO FIND OUT WHY. AND OH MOTHER, I'M ASHAMED! HE HINTED THAT THE REAL TROUBLE WAS "B.O."



BUT DEAR, HOW COULD YOU? I PRACTICALLY BROUGHT YOU UP ON LIFEBOUY.

OH I KNOW! BUT I THOUGHT YOU WERE OVER CAUTIOUS.



MY DEAR, LIFEBOUY CONTAINS A VERY SPECIAL PURIFYING INGREDIENT THAT'S NOT IN THE OTHER WELL-KNOWN TOILET SOAPS. HOW COULD YOU FORGET THAT?

I NEVER WILL AGAIN. ... HERE'S TOM.



A MONTH LATER

MOTHER, DID JEAN TELL YOU WE WERE OFF TO BERMUDA ON A SECOND HONEYMOON?

SHE THINKS AND THIS WILL BE A PERMANENT ONE—THANKS TO LIFEBOUY.



WOMEN grow wiser about complexion care every day! Now millions of them use Lifebuoy exclusively... For its lather is over 20% milder by test than many popular "beauty" and "baby soaps." It's thorough, too—removes the day's accumulation of beauty-marring impurities from the pores, leaves the skin surface smooth, clear, glowing with the beauty of health.

Try Lifebuoy for your skin—and bathe with it, too! Lifebuoy stops "B. O."... Makes you feel fresher and cleaner—because you *are* cleaner!



Approved by Good Housekeeping Bureau

DISCOVERS NEW WAY TO "Solid Comfort" SHAVES

LIFEBOUY SHAVING CREAM MAKES PLENTY OF LATHER ALL RIGHT! LOTS OF BODY TO IT!



AND HOW IT SOAKS UP WATER LIKE A SPONGE. SURE STAYS WET, TOO.



SOFTENS MY TOUGH WHISKERS SO I CAN'T EVEN FEEL THEM COMING OFF!



BOY, IT'S MILD AND SOOTHING, TOO! MY FACE FEELS LIKE A MILLION DOLLARS!



Try it—Send for a FREE Trial Tube

Yes Sir! Lifebuoy lather holds 32% more whisker-wiping moisture than ordinary lather. Lifebuoy's much milder than other leading shaving soaps, too—kinder to tender skin. Try it. Get it at your druggist's today. Or write Lever Brothers Co., Dept. A-2411, Cambridge, Mass., for a Free 12 day tube. This offer good in U.S. and Canada only.



HOSTS TO THE WINDSORS ARRIVE IN U. S.

But their guests postpone their American tour



On Nov. 1 Charles E. Bedaux, host to the Duke and Duchess of Windsor in France and their American tour manager, arrived in New York. Clutching the arm of his tall wife (nee Fern Lombard of Grand Rapids), he stepped briskly toward a battery of news cameras (above). Though he obviously desired a cordial press for his royal friends, Mr. Bedaux made the mistake of angering reporters by evading questions on the Windsors' American tour. An avowed Fascist who has sought to convert tycoons here and abroad to his philosophy, he dodged queries on Fascism, snapped. "A man in my position cannot take sides!" Other embarrassing questions were checked by his wife who chirped: "Don't you think you've told them everything, dear?"

Two days later it was clear that U. S. cheers for the Windsors would be mingled with catcalls. The press harped upon Bedaux's political hue, upon Windsor's junket to Germany (LIFE, Nov. 8). On Nov. 3, units of the A. F. of L. and C. I. O. warned workers to look coldly on the Windsors' American "slumming party." On Nov. 5, in Paris, the Windsors abruptly postponed their trip because of "misconceptions and misstatements" about it in this country.

Probably nobody along the Atlantic Coast was more disappointed than Assistant Engineer Hamilton of the U. S. lightship *Portland* who has been treasuring the dark-haired Duchess' picture for months (see front cover).



Change to **WINTER MOBILGAS**...step in
...turn the switch...on the coldest days for

QUICK STARTS!

*"Better One
Week Early
than One
Day Late!"*

WINTER-PROOF TODAY AT THE MOBIL OIL SIGN

START QUICK with Mobil Oil Arctic—world's favorite winter oil.

SHIFT EASY on coldest days with Mobil Oil Gear Oil.

RIDE QUIET. Get special Winter Mobilgreases to end squeaks.

PREVENT FREEZE-UPS with Mobil Frezzone—wonderful, new radiator anti-freeze.



TIME IT! 5 seconds after you touch the starter, your motor's humming! Winter Mobilgas can do that—because it's specially made for winter driving!

It fires fast...starts cars quick. You use the choke less. Get less crankcase dilution. Save on oil!

Drive a peppy car this winter, save money, too! Use Mobilgas, America's largest-selling winter gasoline.

MOBILGAS AND MOBIL OIL

SOCIONY VACUUM OIL COMPANY, INC.



Make Cakes... THESE

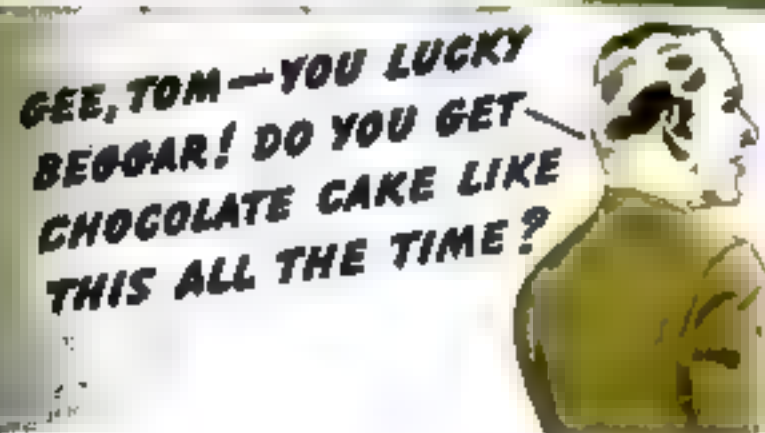
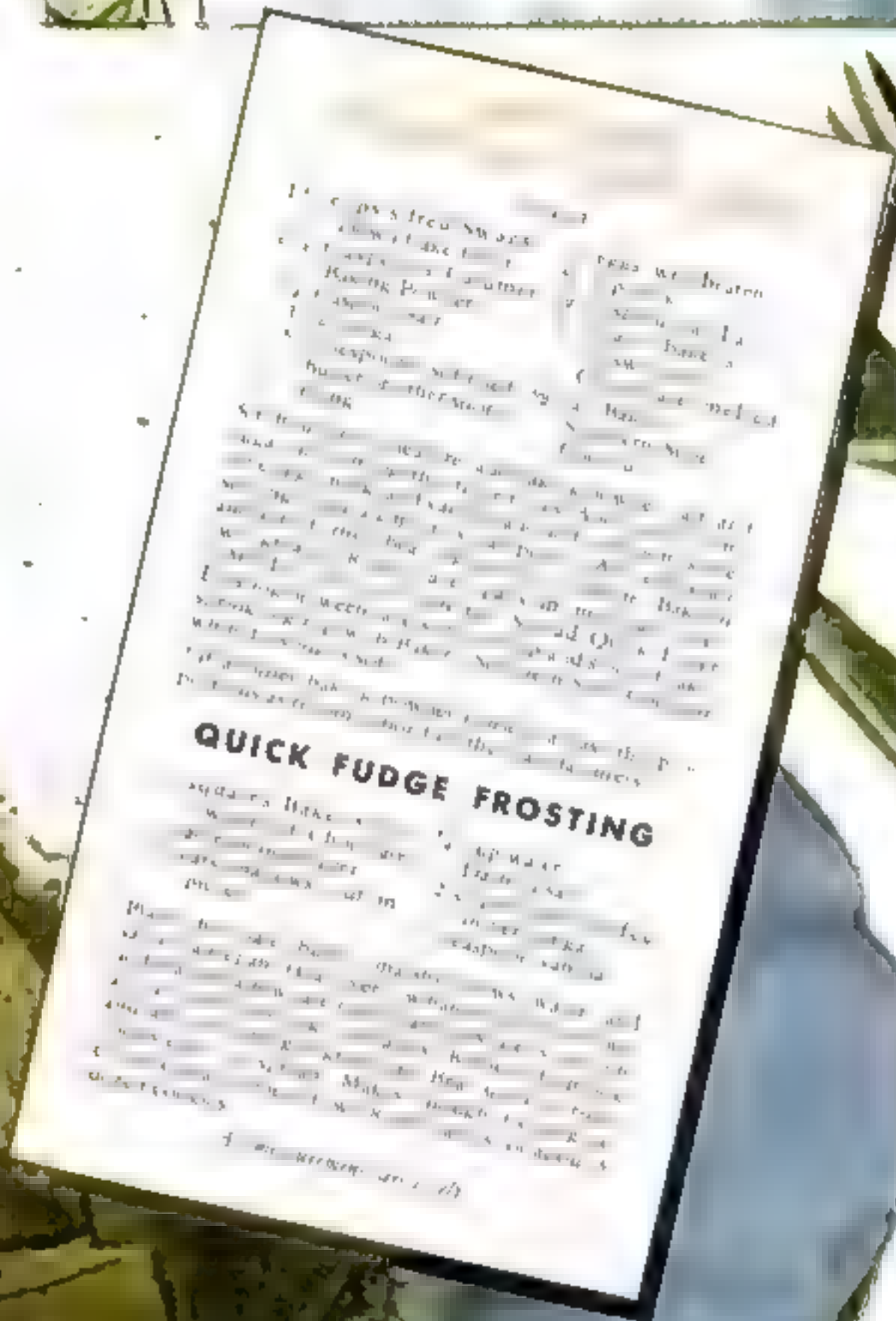
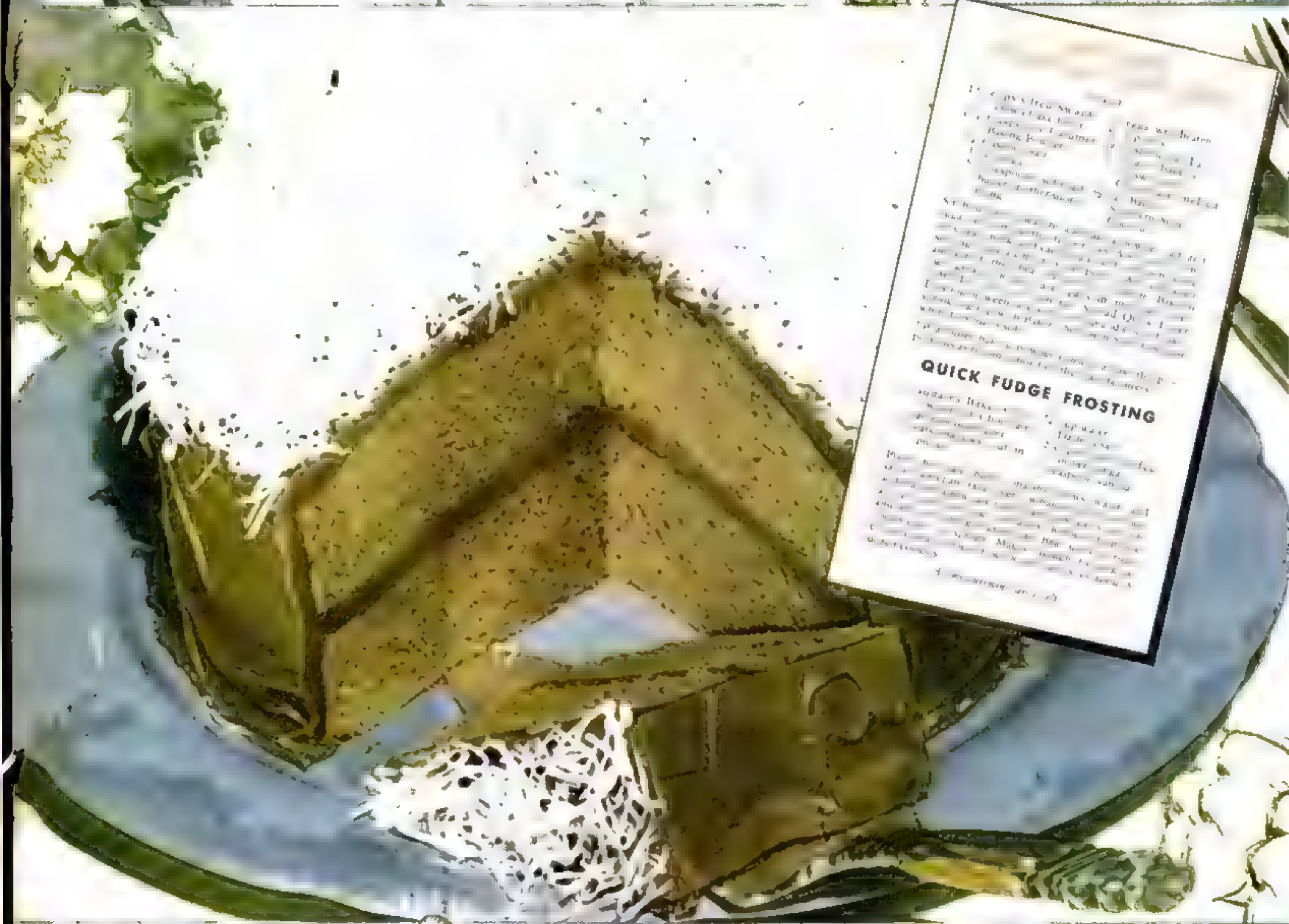


SAY, DEAR—BILL FENTON'S
IN TOWN. SHALL I BRING
HIM HOME TO DINNER?



OF COURSE, TOM!

NOW WHAT SHALL I MAKE
ON THIS SHORT NOTICE THAT'S
GRAND FOR DESSERT? I KNOW
—LIGHTNING CHOCOLATE CAKE!



GEE, TOM—YOU LUCKY
BEGGAR! DO YOU GET
CHOCOLATE CAKE LIKE
THIS ALL THE TIME?



YOU BET! THAT'S WHY
I MARRIED SUE!



IT GETS THE MEN EVERY TIME—
THAT FULL, RICH TASTE OF BAKER'S
CHOCOLATE! EVEN A SIMPLE, EASY
CAKE, MADE WITH BAKER'S, TASTES
REALLY EXCITING.

Enjoy the extra richness of
BAKER'S CHOCOLATE



REG. U.S. PAT. OFF.

QUICK "COMPANY" CAKES, SO RICH WITH *Baker's Chocolate!*

Try them! Listen to the praise at your table! No other chocolate gives the smooth, moist, rich taste of Baker's

MY, what a gorgeous, elaborate-looking cake! And it tastes as exciting as it looks. Yet—read the recipe. Isn't it simple . . . easy? And isn't that a clever, quick way to make fudge frosting?

The cookies, too! The easy, "drop" kind—no rolling—no sitting. They're as tender as cake, yet firm enough to frost without crumbling. What a marvelous recipe! And how "the boys," bless their hearts, will gobble up these cookies! Did you ever know a man who didn't dote on chocolate?

But don't fail to follow our recipes *exactly*. For we tell you truly that the gorgeous look and luscious taste of these grand chocolate foods depend on Baker's Chocolate. Baker's has *extra richness* which gives it moistness and smoothness, depth of warm color, fullness of flavor you get in no other chocolate. It pays to use Baker's, even though it costs a trifle more. It pays in the success of your baking. Baker's—America's finest chocolate ever since 1780—is a product of General Foods.



BETTER BUY BAKER'S since 1780 America's finest chocolate! So much richer than ordinary chocolate that it gives extra fine flavor to all your chocolate dishes.

AND COCOA

THE QUALITY FAMOUS SINCE 1780

HERE'S A REAL BARGAIN,
MADAM—BAKER'S COCOA
AT TODAY'S LOW PRICE!

Your
Grocer



Watch for the
BAKER'S Low-
Price "Specials"
at your grocer's

BAKER'S



**Baker's "Sampler" Book of
Famous Chocolate Recipes**

Beautiful step-by-step recipes for cakes, cookies, and more from Baker's magnificent new book "Famous Chocolate Recipes" include: fudge, brownies, and small cakes, puddings, pies, sauces, candies. Illustrated in full color. Send this coupon for your copy, now. Mail to: GENERAL FOODS, BATTLE CREEK, MICHIGAN.

Your Name _____

City _____ State _____

Fill in your address and grocery store name on separate card, please.

DRIVE UNDER THIS GUARANTEE WITH EVEREADY PRESTONE ANTI-FREEZE

TRADE-MARKS

NATIONAL CARBON COMPANY, INC.
specifically

that "Eveready" "Prestone" anti-freeze, if used according to printed directions, in normal water cooling systems, will protect the cooling system of your car against freezing and clogging from rust formations for a whole winter, also that it will not boil away, will not cause damage to car finish, or to the metal or rubber parts of the cooling system, and that it will not leak out of a cooling system tight enough to hold water.

GENERAL OFFICES NEW YORK & Y BRANCHES CHICAGO - SAN FRANCISCO
UNIT OF UNION CARBIDE AND CARBON CORPORATION

FIND YOUR CAR ON THIS CHART

The price per gallon of an anti freeze means nothing unless you know how many gallons you will need during the entire winter. You can't get that information on a boil-away anti-freeze. But you can get it for "Prestone" anti-freeze... and here it is. See how reasonably you can get two-way protection all winter long against both freeze up and rust with one shot of "Prestone" anti freeze—one shot because it won't boil off no matter how warm the weather gets

between the cold snaps. If your car isn't on this chart your dealer has a chart showing all cars, and amounts needed for temperatures to 60° below zero.

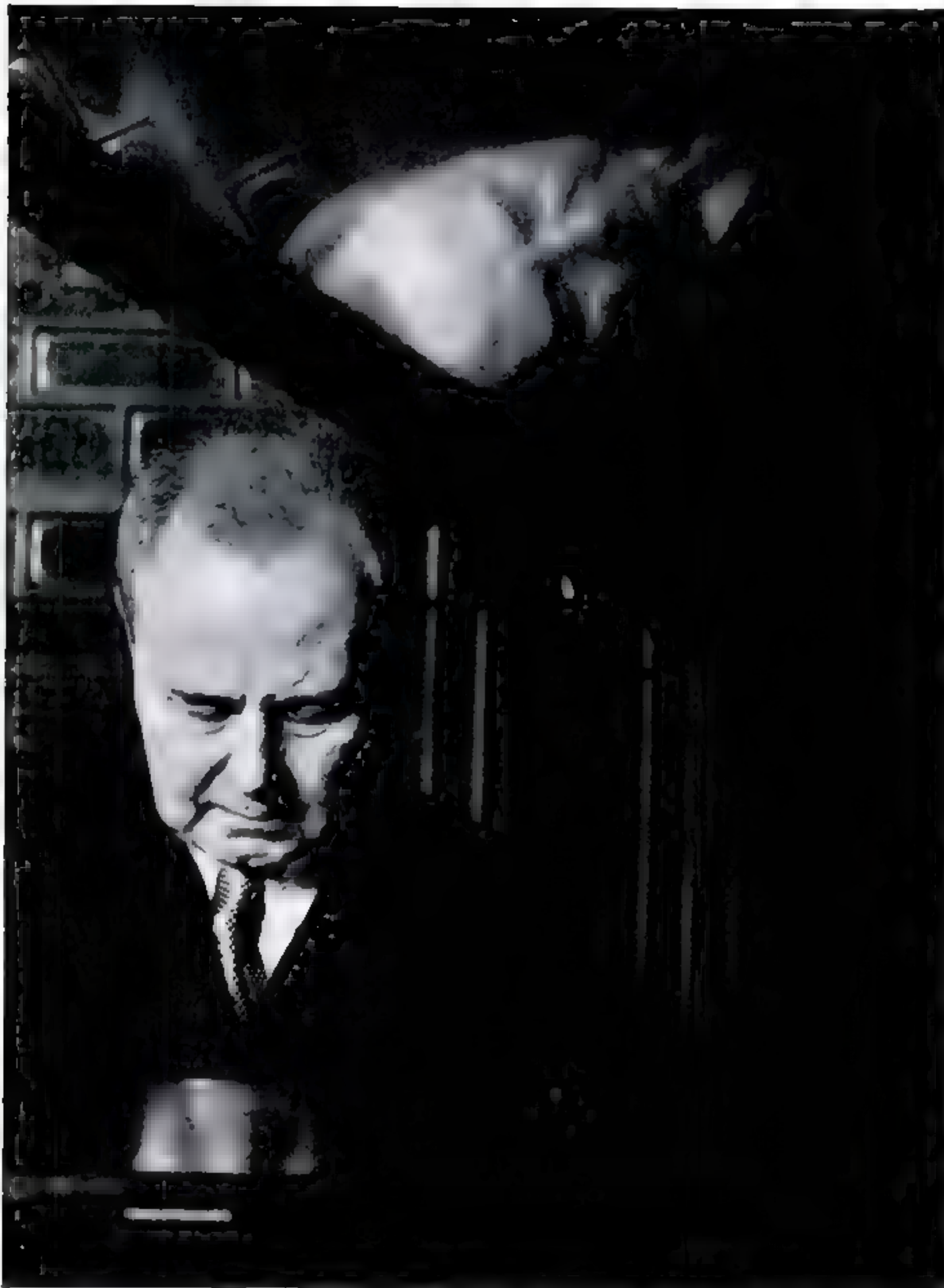
The first figure shows the protection you get with one gallon of "Eveready" "Prestone" anti-freeze in the cooling system, the second with one and a half gallons—and so on. "+" means above zero, "-" means below zero. If your car has a hot water heater, add 1/2 gallon to the quantity called for.

MODEL	1 GAL	1 1/2 GAL	2 GAL	2 1/2 GAL
Auburn				
8-32, 34, 4-32, 35, 6-34, '36	+12	4	27	50
850, 34, 851, '35, 852, 36	+17	6	9	28
Buick				
411, 34, 35, '36, '37	+6	18	34	
60, 32, 50, 33, 34, 35	+10	8	14	62
60, 60, 60, 36, 37	+12	6	27	50
80, 90, 32, 60, 33, 34, 35	+15	2	6	42
80, 90, 33, 90, 34, '35	+10	6	2	19
Cadillac				
85, '37	+12	4	27	50
370-D, '34, '35	+16	0	28	50
385-D, '34, 35, 80, 85, 36	+16	4	12	34
450-D, '34, '35, 90, 36	+6	0	1	19
60, 65, 70, 75, '37	+20	14	6	42
60, 70, 75, '36	+22	15	8	0
Chevrolet				
Stand, '33, '34, '35	-12	62		
Master, '33, '34, '35	-8	47		
All Models, 36	+8	12	43	
All Models, 37	+8	16	54	
Chrysler				
8, 32, 33, '34, 35 AF, '37	+12	4	27	50
AF-8, Imp-8, 35, 6, 36	+15	2	16	42
Roy-8, Imp-8, '35 AS-8, '35	+10	8	12	34
Royal, '37	+18	8	6	21
Del-8, '38, Imp-, '37	+18	8	6	21
De Soto				
6, 34, AF, AS, '36, 6, '37	+16	4	12	34
AF, AS, 35	+12	8	27	50
Dodge				
6, 52, '33, 34, D-2, 36	+8	32	43	
Democrat-6, 30, DU, 35, D-3, '37	+12	4	27	50
Ford				
V-8, '32 to '36, V-8-78, '37	+18	8	6	21
V-8-74, '37	+10	8	34	62
Graham				
80, 90, 110, 30, 95, 110, 120, 37	+10	8	34	62
78 Sp, 6, 72, 8, 35	+16	0	21	50
74-6, 35, 85, 37	0	24	62	
8, 6, 33, 8, 6, 34, 75, '35	+10	4	12	34
Hudson				
8, '35 early, 6, '36, 6, '37	+3	25	62	
8, 30, 37	+16	4	12	34
8, 34, 35	19	0	1	19
8, '35 (late)	+14	0	21	50
Hupmobile				
427, 421, 34, 521 (F), '35	+10	8	34	62
518 D, 35, 6-4, 8-7, 36, 6, '37	+16	4	12	34
422, 34, 8-62, '37, 36	+16	8	0	21
426, 34, 527, 35, 627, 36, 8, 37	+19	10	0	15
Lafayette				
6, 34, 35, '36	+15	2	16	42
'4400', '37	+16	4	12	34
La Salle				
35-50, '35, 50 (5tr '8), '36	+12	4	27	50
350, 34	+15	2	16	42
345-B, 32, 345-C, '33, 37-50, '37	+20	12	1	12
Lincoln				
Zephyr, '36, 37	+22	14	4	0
V 12, 34 to 37	+23	17	10	2
Nash				
1070, 1110, 1170, '33, 3720, '37	+12	4	27	50
1220, 1240, 34, 44, 6, 2540, 35	+14	0	21	50
3620, 3640, 36, 3780, 37	+14	0	21	50
44, 8, 34, 35, 44, 8, 36	+17	4	0	28
1090, 1190, 33, 44, 8, 34	+18	4	0	28
Oldsmobile				
F 35, 36	+3	25	62	
P, 34, L, 35, '36, P, '37	+10	8	34	62
L, 33, L, 34	+3	2	16	42
L, 37	+18	4	12	34
Packard				
420, 35, 36, 6, '37	+14	0	21	50
8, 33 to 35, 400-1-2, '36, 120, 37	+16	4	12	34
Super 8, 35, 36	+18	4	0	21
4500-1-2, 37	+19	10	0	15
22, 33 to 37	+21	16	10	
Pierce Arrow				
426, 32, 34, 1901, '36, 1701, '37	+20	12	1	12
840-A, 34, 845, 35	+22	15	6	5
3692-01, 36, 702-01, 37	+24	20	15	9
1260-A, 3260-A, 34, 3268, 1195, 35	+21	19	10	
Plymouth				
PC, P1, 31	+3	25	62	
PF, PG, 34	+8	18	54	
PA, 31, PB, 32, PE, '34, PJ, 35	+8	12	43	
P2, P3, 30, 32, 34, 37	+8	12	43	
Reo				
FC, 35, '36, Roy, '35	+15	2	16	42
8-25, S, 32, S-2, 33, S-6, '34	+16	4	12	34
Roy 26-2, 37, Roy 30, 34	+20	12	2	12
Studebaker				
Dic 8, 32, 6, '35, Dic 6, '36, '37	+6	18	54	
Com 31 to 35, Dic, 34, '35, Pres., 37	+10	8	34	62
Pres., '33, '34, 36, Com, '34	+14	0	21	50
Pres., 30 to 32, '35, Com, '35	+17	4	0	28
Terrebonne				
6, 32, 33, 6 Spot (early), 6 Del. (early), 25, 6, 36, 37	+3	25	62	
4, 31	+10	8	34	62
6, 34, 6 Spot (late), 6 Del. (late), 35	+14	0	21	50
Willis				
37, 33 to 36	-21			
37, 37	-6	47		

When you get "Prestone" anti freeze you get your car off your mind. Protection that can't be guaranteed, is no protection at all. When you can insure your car against BOIL AWAY, FREEZE-UP and RUST for the whole winter, under the "Eveready" "Prestone" guarantee, why consider any other anti freeze?

"Prestone" anti-freeze does not boil away; therefore, first cost is last cost. one shot protects your car until spring.





THIS IS THE FACE OF THE WORLD'S GREATEST PIANIST AT WORK

JOSEF HOFMANN CELEBRATES A GOLDEN ANNIVERSARY

Pianist Josef Hofmann has a square, stolid face (above) and fingers (right) so short and stubby that he has to use a special keyboard. He does not suggest the traditional long-haired and long-fingered musical genius. But there is no man alive who can play the piano so well as Josef Hofmann.

Fifty years ago, on Nov. 29, 1887, Josef Hofmann made his American debut as a boy prodigy of 10 at the Metropolitan Opera House in New York. Critics who attended could scarcely find superlatives to match the enthusiasm of the audience. They echoed the judgment of the great Anton Rubenstein who acclaimed little Josef as "a boy such as the history of music has never before produced." On Nov. 28, 1937, Josef Hofmann will come back to the Metropolitan for a Golden Anniversary concert. The house has long since been completely sold out.

Josef Hofmann, born in Cracow, Poland, in 1876,

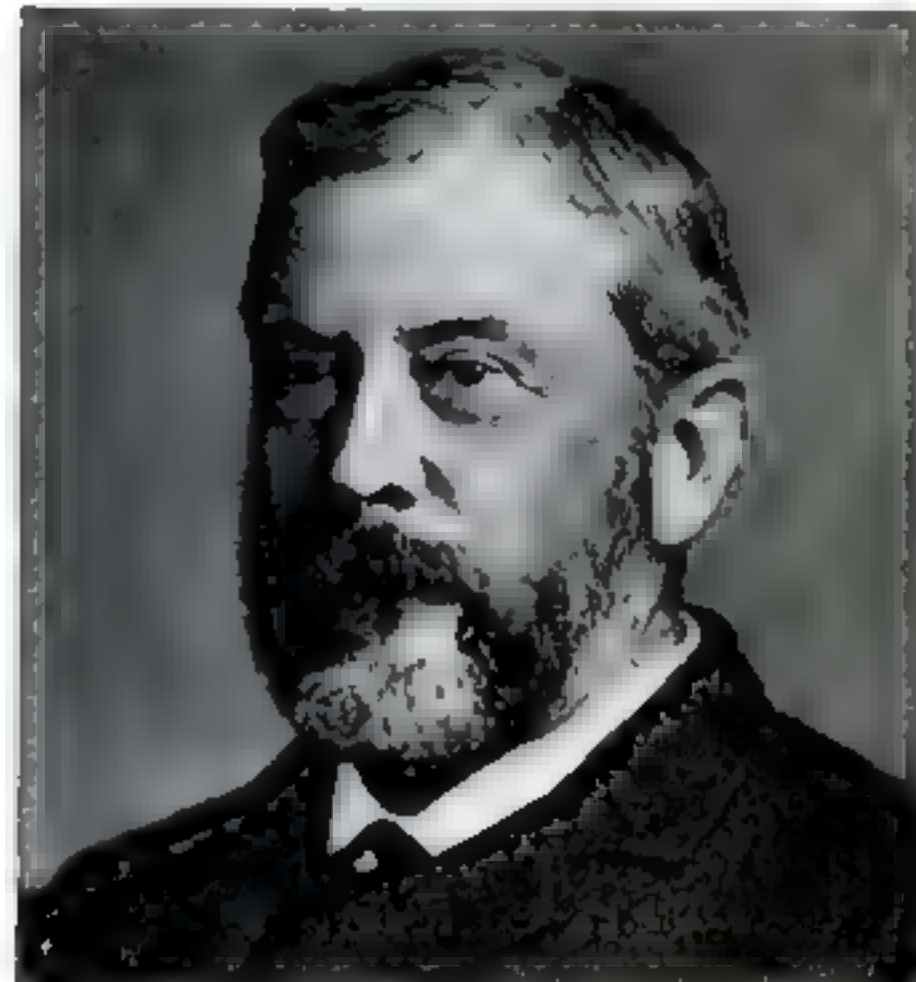
was 3½ years old when he first played the piano. At 5, he wrote a mazurka, dedicating it to his father who was conductor at the Warsaw Opera. He made his first public appearance at the age of 6. After his first U. S. tour, Alfred Corning Clark, rich New York realtor, gave his family \$50,000 which enabled Josef to give up concerts, devote himself to study. When he was 18, Josef made a second debut in England, established himself permanently among the great musicians of the world.

Today, at 61, Josef Hofmann lives in a stone house in Merion, suburb of Philadelphia. He is an American citizen, is dean of the Curtis Institute of Music. He has a young wife, with the nickname of "Peppy", and a well-equipped machine shop where he designs and invents many devices (see page 74). He no longer practices the piano regularly. He says he practiced enough for a lifetime when he was young.

CONTINUED ON NEXT PAGE



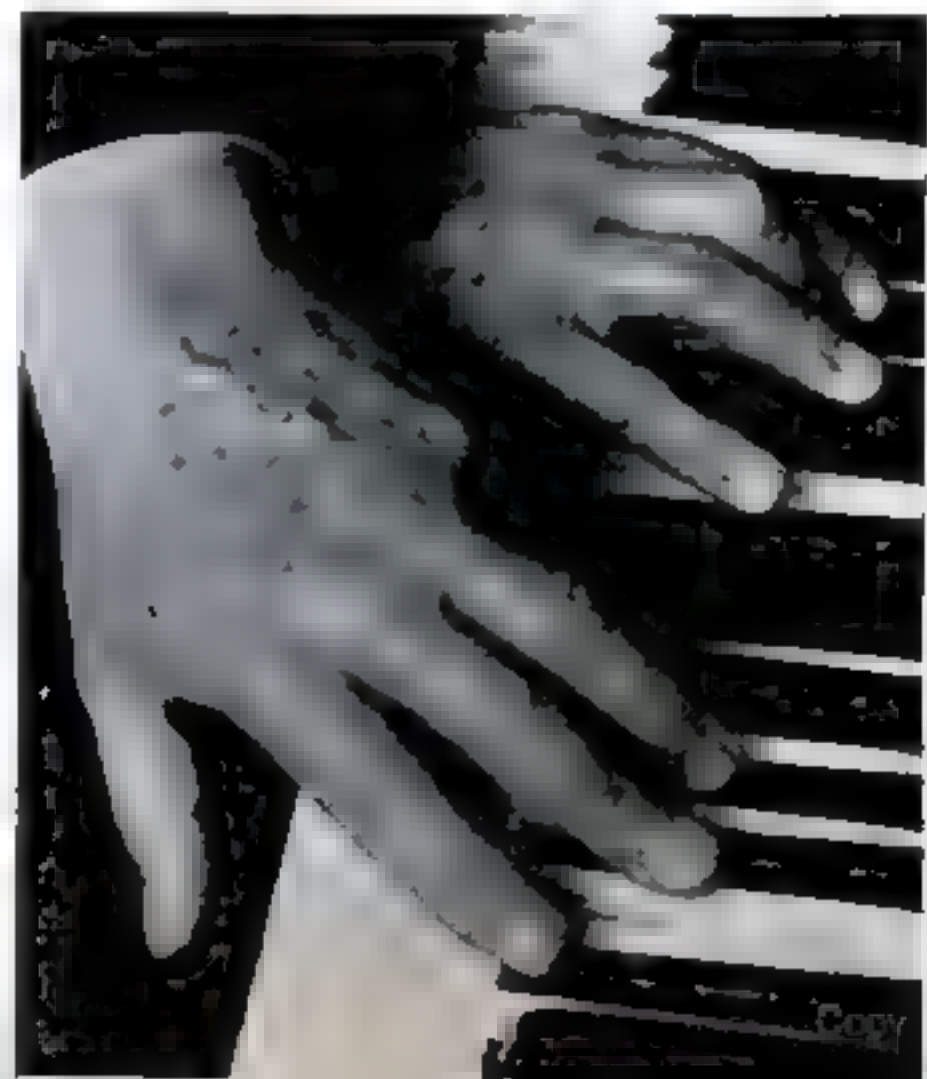
Hofmann the prodigy was so short when he made his New York debut at age of 10 that he needed special pedals.



Hofmann's patron was Alfred Corning Clark who in 1888 gave him \$50,000 so that he could quit concerts to study.



Hofmann's teacher was great Pianist Anton Rubenstein. Josef was the only private pupil the master ever took.





Are You Protected?

Don't wait until a sudden cold snap sends the thermometer crashing down to a new low. Put Super Pyro in your radiator promptly at the first hint of a freeze.

That's your best insurance against worry and costly repair bills. And the cost is only 25¢ a quart. At this price, Super Pyro gives you complete and safe anti-freeze protection with low first cost and lowest cost per season. And for good measure, it keeps the cooling system clean and efficient by stopping all rust and corrosion.

That's a value you just can't bear! A value and a service proved in 11,000,000 cars, in all kinds of winter weather all over the country.

If your cooling system holds water, it will hold Super Pyro without any extra tightening or mechanical attention. That is why any of the 90,000 Super Pyro dealers can service your car in just two minutes flat. Look for the "Old Man Winter" sign.

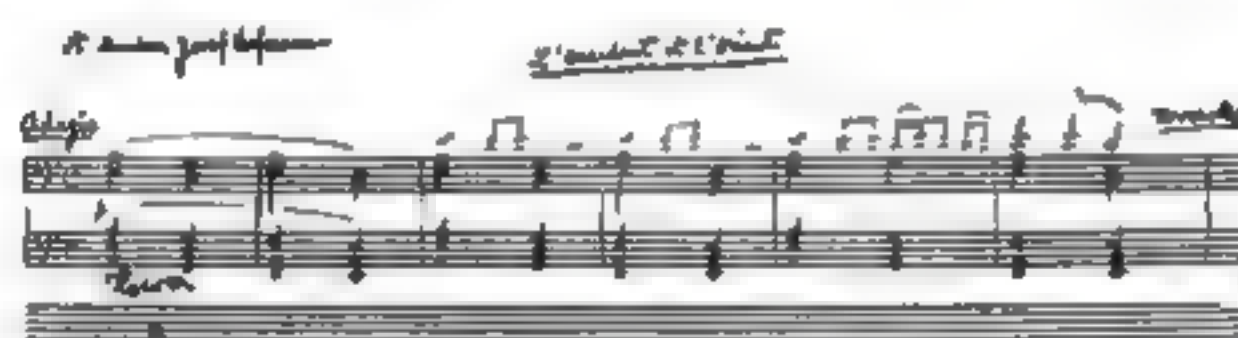
LOWEST COST PROTECTION



Hofmann (continued)



Betty Short Hofmann, the pianist's second wife, is one of his former pupils. She is 31. Nine-month-old Peter Hofmann, their third son, sits on his mother's lap.



Hofmann's music was often composed under pseudonyms of Dvorsky. To conceal identity, Hofmann dedicated his composition (above) to "Monsieur Josef Hofmann."



Hofmann's mascots are two cloth monkeys named "Mone kiki" and "Mone coucou." They accompany him on all his tours. Hofmann slips them over his hands and, as he wiggles them, his expression undergoes extraordinary changes (shown above).

CONTINUED ON PAGE 74



Serving Oven by WEST BEND

Heats Rolls on the Stove
and then
Serves Them on the Table

Heats, crisps, freshens rolls, muffins, crackers and similar foods — and serves them piping hot!

As interesting and intriguing as life itself — an amazing new utensil which heats and serves rolls, and actually bakes potatoes. Saves time, trouble and expense of heating the large range oven.

To thousands of housewives, the New Serving Oven has brought the pride of serving baked foods piping hot—a genuine satisfaction to hostess and guests.

Why not get a Serving Oven today! Its savings will pay for itself. Go to your department store, gift shop, or leading dealer. If they cannot supply you, we will mail one to you, postpaid, for only \$2.75. (West of Denver, \$2.95)

P.S. Put the Serving Oven on your Christmas list. Mother or the new bride will appreciate it.

A Few of Its Many Uses:

- 1 Warming up rolls, muffins, etc.
- 2 Baking potatoes on top of stove
- 3 Crisping Crackers and cereals
- 4 Freshening "left-over" baked goods
- 5 Keeping Foods hot at the table

FEATURES



Made of attractive Satin-Ray aluminum — will not break, chip, rust, or tarnish. Diameter 9 1/2 in. Height, 6 1/2 in. Holds 2 doz. Parker House rolls. Consists of 3 parts: bottom, basket and cover. Cover has unique vent for varying moisture content of food. Genuine Bakelite handle and cover knob. Use it on top of gas or electric, or any type of stove.

Use coupon below!
West Bend Aluminum Co.
West Bend, Wisconsin

West Bend Aluminum Company,
Dept. 42, West Bend, Wisconsin
Gentlemen:
Please send me _____ No. 5340
(quantity)
Serving Ovens, for which I enclose check/
money order for \$_____
Name _____
Address _____
City _____ State _____

**I DON'T UNDERSTAND! MONEY'S NO OBJECT —
YET YOU GIVE OUR LITTLE JOAN MARGARINE!**

**OF COURSE I DO, DARLING
— DON'T BE SO OLD-
FASHIONED! THE BABY
DOCTOR SAID THERE WASN'T
A FRESHER, PURER, MORE
WHOLESOME 'SPREAD FOR
BREAD' THAN GOOD LUCK.**

GOOD LUCK is the 'Finest Spread for Children's Bread'

—because it contains no artificial pre-
servatives or coloring matter... It is
DATED to guarantee its freshness

Today smart, modern women who *know* are
giving their children Good Luck. Old-fashioned
ideas about margarine have gone into the dis-
card... because today, scientists themselves,
say that there is no fresher, purer 'spread for
bread' than Good Luck.

Just try this improved Good Luck made of
pure vegetable oils and churned in fresh pasteur-
ized milk from which the fat has been removed

You're going to say that its flavor is better than
any 'spread for bread' you've ever tasted.

And look at the comparison between
Good Luck and other 'spreads for bread.' Note
how Good Luck excels in many important
properties. And because of the way it is made,
Good Luck is guaranteed 100% pure and 100%
fresh. It is the only 'spread for bread' that is
dated for freshness. It contains no benzoate of
soda or other preservative, nor artificial coloring.

Buy a package of Good Luck from your
grocer at your next opportunity and enjoy its
delicious, fresh flavor.

JOHN F. JELKE COMPANY • CHICAGO

Also Makers of GOOD LUCK Mayonnaise
and Whipped Dressing

Compare!

PURITY—Good Luck is made from
100% pure American-grown farm prod-
ucts... accepted by Council on Foods
of American Medical Association...
approved by Good Housekeeping Bu-
reau

FRESHNESS—Good Luck is dated
for freshness, so is guaranteed free of
artificial preservatives. Be sure the
'spread for bread' you use is freshly
churned.

FLAVOR—When you try Good Luck,
you will immediately notice the sweet,
mild flavor which originates from the
high fat-free milk content



**IS THE 'SPREAD FOR BREAD'
YOU USE PROTECTED BY
THESE THREE GUARANTEES?**



DATED FOR FRESHNESS

**AND HERE'S
NEWS—YOU'VE
BEEN EATING
GOOD LUCK YOUR-
SELF, EVER SINCE I
LEARNED IT WAS
DATED FOR FRESHNESS.**

**AND ALL THIS
TIME I WAS
THINKING WHAT
A DELICIOUS
SPREAD WE WERE
GETTING—LET'S ALWAYS
HAVE GOOD LUCK
FROM NOW ON.**





Seen in the washroom of
the 20th Century Limited

The Shave LUXURIOUS ...in 3 Short Acts



A—He whips up a fine clinging lather of Mansfield Shaving Soap from the Shav-Pak (or tube, if you prefer shaving cream). It's now easy for any razor to give a smooth, perfect shave.



B—Next, he whisks on a few drops of quick-cooling Mansfield After Shave Lotion. This is extremely soothing and refreshing to the skin. It is cooling, invigorating... leaves the face feeling fit.



C—He finishes with Mansfield Talcum—light, invisible, and with the scent of cleanliness—and it's prepared from the world's finest imported talcum in a special texture for the masculine face.



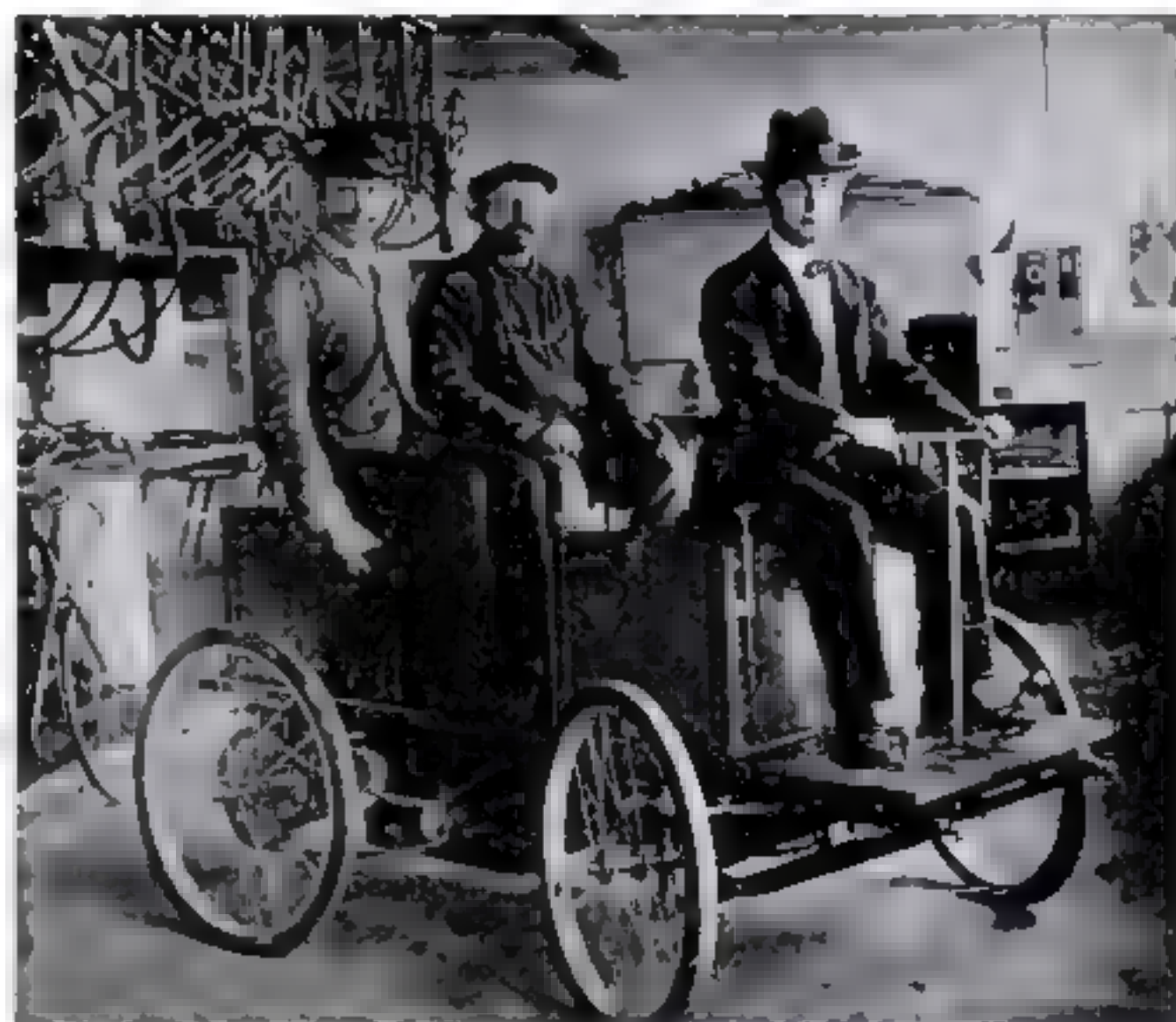
And here he is, after his complete Mansfield shave, ready to go forth to a busy day of appointments... keen, fresh and fit—with assurance of perfect grooming and well-being through the day.

Meet a really enlightened gentleman before breakfast—in the act of revealing the secrets of faultless grooming. With keen taste for *practical luxury*, he follows the Mansfield ABC route to perfect shaving results.

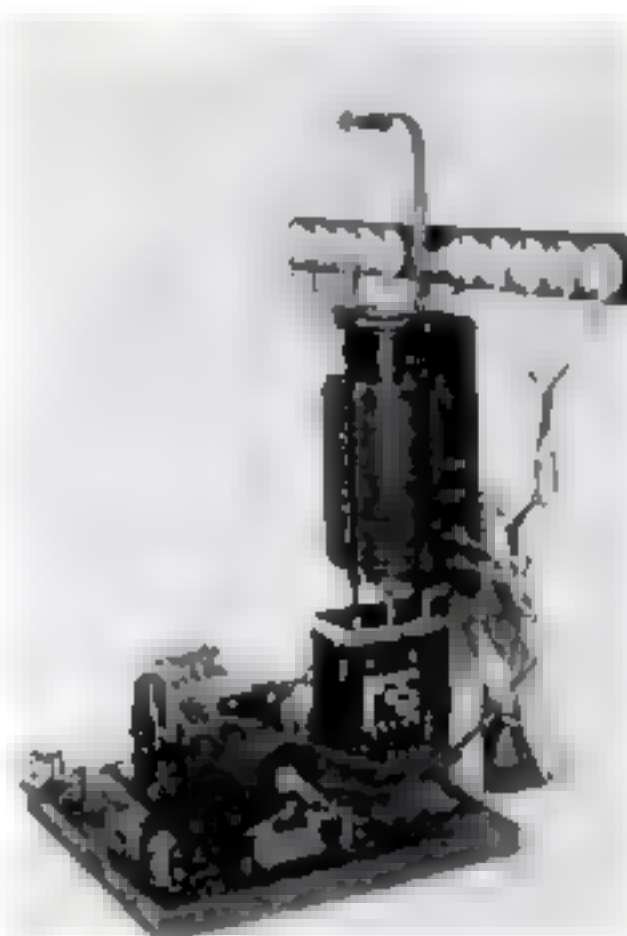
Mansfield

FOR MEN...BY BOURJOIS

Hofmann (continued)



Josef Hofmann's inventions, some of which are shown here, are many and varied. Hofmann built this steam automobile in 1893, only ten years after Daimler and Benz built their historic motorcars. In the driver's seat sits 19-year-old Josef.



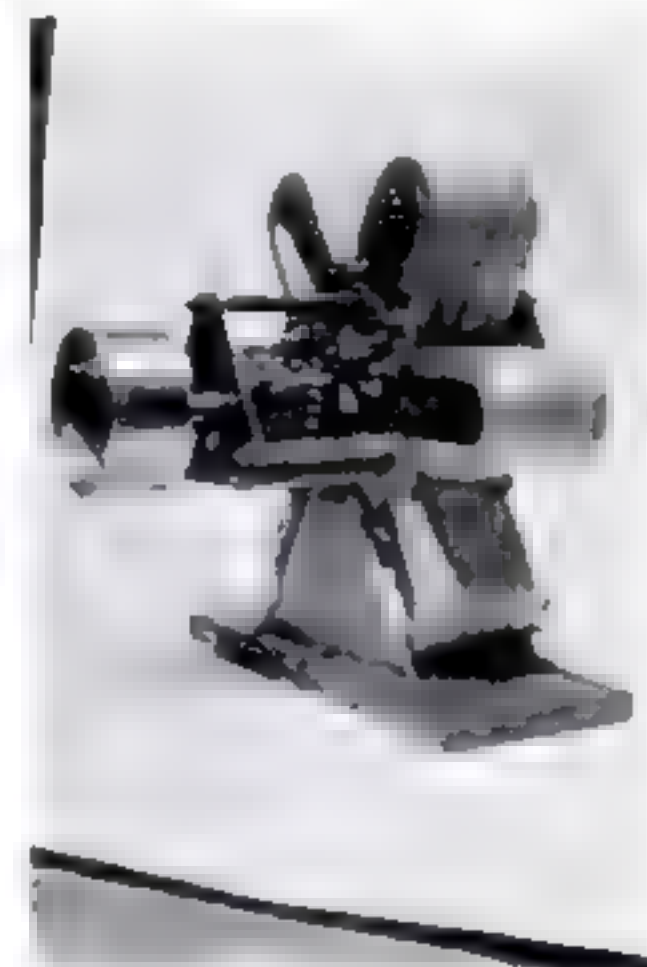
This piano-touch registering device is a means of recording refinements of a pianist's touch for player-piano rolls.



The furnace in Hofmann's Merion house was converted by the painter from a coal burner to a combination oil-gas burner.



Automobile snubbers (metal balls above), Hofmann's most successful commercial invention, are outmoded by coil springs.



Electric motor was designed by Hofmann and built by his assistant. To protect his hands, Hofmann does not use heavy tools.



Matched Grain Pipes

From the millions of pieces of briar that have gone through our factories in the last seven years, we have assembled a few sets, in which the pipes *match* exactly as to graining. It is of course only possible to produce a few such sets. They are the only ones in existence. We suggest one of these rare sets as the most outstanding gift you can give to a man whom you *really want to please*, this Christmas.

7-DAY MATCHED SET, \$100

14-day Matched Set, \$250 (14 pipes)
21-day Matched Set, \$500 (21 pipes)
One Month Matched Set \$1,000 (31 pipes)

At better shops—or write
Kaywoodie Company, Rockefeller Center,
630 Fifth Avenue, New York.

by **KAYWOODIE**

Give an

DAYBREAK

\$2.45



PETITE

\$2.85



GUIDE

\$1.95



CALL

\$1.25

AN ALARM CLOCK IS WELCOME

Now you can get an Ingersoll Alarm Clock made with the same precision and backed by the same experience as Ingersoll Watches. An alarm clock is a fine Christmas gift, too. A man would like the stalwart, sturdy, large-sized Daybreak. A woman, the dainty Petite, because it's a boudoir model. Guide makes an equally good desk or alarm clock. And Call is really exceptional value at \$1.25.



ENSIGN

\$1.25



YANKEE

\$1.50

FOR A MAN'S OR A BOY'S CHRISTMAS

Ingersoll "Ensign" is a sturdy, dependable watch—great value at \$1.25.

"Yankee" is thinner, smaller, and has a chrome finished case. \$1.50.

Both have unbreakable crystals.

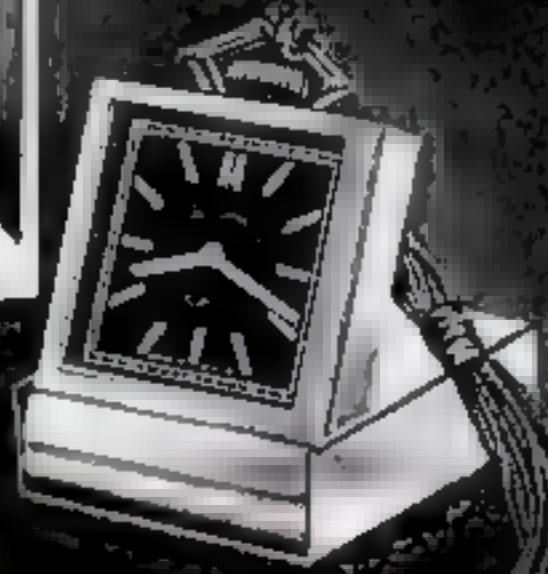
FOR HANDBAG, DESK OR POCKET

Ingersoll "Compact" Closed, it is a handbag or pocket watch. Open, it tilts over and becomes a desk clock. Luminous dial and hands. Three attractive enamel color combinations, finished in chrome.



COMPACT

\$3.50



Ingersoll HAS TIMED

Ingersoll



RIST ARON
\$3.95



JEWELLED MOVEMENT! CURVED CASE!

Outstanding value in the history of timekeeping! A beautiful watch, low priced and jeweled! Curved case is chrome finished. Has a second hand. Unbreakable crystal.



AERO
\$3.50



SMALL... and SMART

Makes an equally desirable man's, woman's, girl's or boy's wrist watch. It has a second hand, chrome-finished case, and either leather or metal wrist band. Luminous hands tell time in the dark. Unbreakable crystal.

WICKY MOUSE
on link
WRIST WATCH
\$3.95



WICKY MOUSE
WRIST WATCH
\$3.25

WICKY MOUSE
LAPEL WATCH
\$1.50



EVERY CHILD WANTS ONE!

You couldn't hit on a better idea for a child's gift. All three models come in gift boxes. The wrist watch is in the popular round shape. The de luxe wrist watch has a leather or a metal bracelet with charms. It's small. The "lapel" model is a favorite with boys because it has that smart cord which fastens through the coat-lapel buttonhole.

Copyright Ingersoll-Waterbury Co., Waterbury, Conn.

150 MILLION LIVES !

**"Announcement" is too dead
a word for the 1938 Nash—**

IT'S A VALUE-BOMBHELL!

"Price Class" lines are smashed by Nash's New Value in the Low-Price Field!

All new cars are "announced".

But these new Nash cars for 1938 have hit America like a bombshell of value . . . their brilliant new features have thrilled the country.

They were the biggest cars of 1937 in their field. But they've been made still roomier. 1937 leaders for "looks" . . . they're even smarter, more luxurious.

But it's on the great Super-Thrift engines that Nash has really "gone to town"! On new features that cut

your gas bills still further . . . and give you more power and pick-up in every gear from low to high.

On sensational, exclusive new comforts like the **CONDITIONED AIR SYSTEM** for winter driving . . . **RIDING SMOOTHNESS** that scarcely jiggles your little finger going over husky bumps . . . **SILENCE** no car on the road can equal!

Check on Nash Extra Value with Your Dealer

There are 83 important improvements in Nash cars for 1938. Every one of them is *extra value* for your money. Many are **EXCLUSIVE** . . . no other car has their like.

And back of these sensational *new* things is Nash's *twenty years* proved ability in great engineering and precision work.

This Year — Get Out of the "All Three" Class!

Do the shrewd thing, the smart thing, before you buy your next new car. Check up, and compare the Nash car that fits your requirements with all others at or near its price.

See your Nash dealer. He's the kind of man you'll enjoy doing business with . . . and he wants to help you make full, fair and thorough comparisons.

This is *your* year to step up to the room and luxury and downright pleasure your family wants.

THREE GREAT 1938 NASH SERIES: Nash-LaFayette, 117-inch wheelbase; Nash-Ambassador Six, 121-inch wheelbase; Nash-Ambassador Eight, 125-inch wheelbase. NASH MOTORS DIVISION of Nash-Kelvinator Corp., Kenosha, Wis.

GREATEST ENGINE STORY SINCE THE AUTOMOBILE "WAS A PUP"!



Past engine design is cluttered with parts "tacked on" like an old-fashioned house. Nash has modernized and simplified the engine itself . . . gained absolute heat control . . . cut out heavy wastes of gas and power . . . made brilliant performance unaffected by weather.

ONLY NASH GIVES YOU ALL THESE!

FIRST CAR WITH CONDITIONED AIR FOR WINTER DRIVING! No more cold drafts . . . dust . . . stale air . . . or window-steaming. 70° comfort, in zero weather!

SUPER-THRIFT ENGINE! Greatest engine advance in 20 years . . . record new economy and efficiency.

AUTOMATIC GEAR-SHIFT! Perfected automatic shifting that really works . . . nothing new to learn . . . constant, sure, instant control . . . leaves front floor clear.

AUTOMATIC CRUISING GEAR! Even in lowest priced models . . . saves engine wear . . . cuts gas consumption 20%-25%.

DOUBLE AUTOMATIC SPARK CONTROL! for utmost efficiency and economy under every condition . . . doubly controlled by exact engine speed and load.

MOST SILENT CARS ON ROAD! Sound-proofing results that go far beyond anything in any 1937 cars.



*You Can't
Beat A*

NASH

**THE GREAT
INDEPENDENT**

SCIENCE & INDUSTRY

AS WELDED RAILS COME IN
TRACK NOISES GO OUT

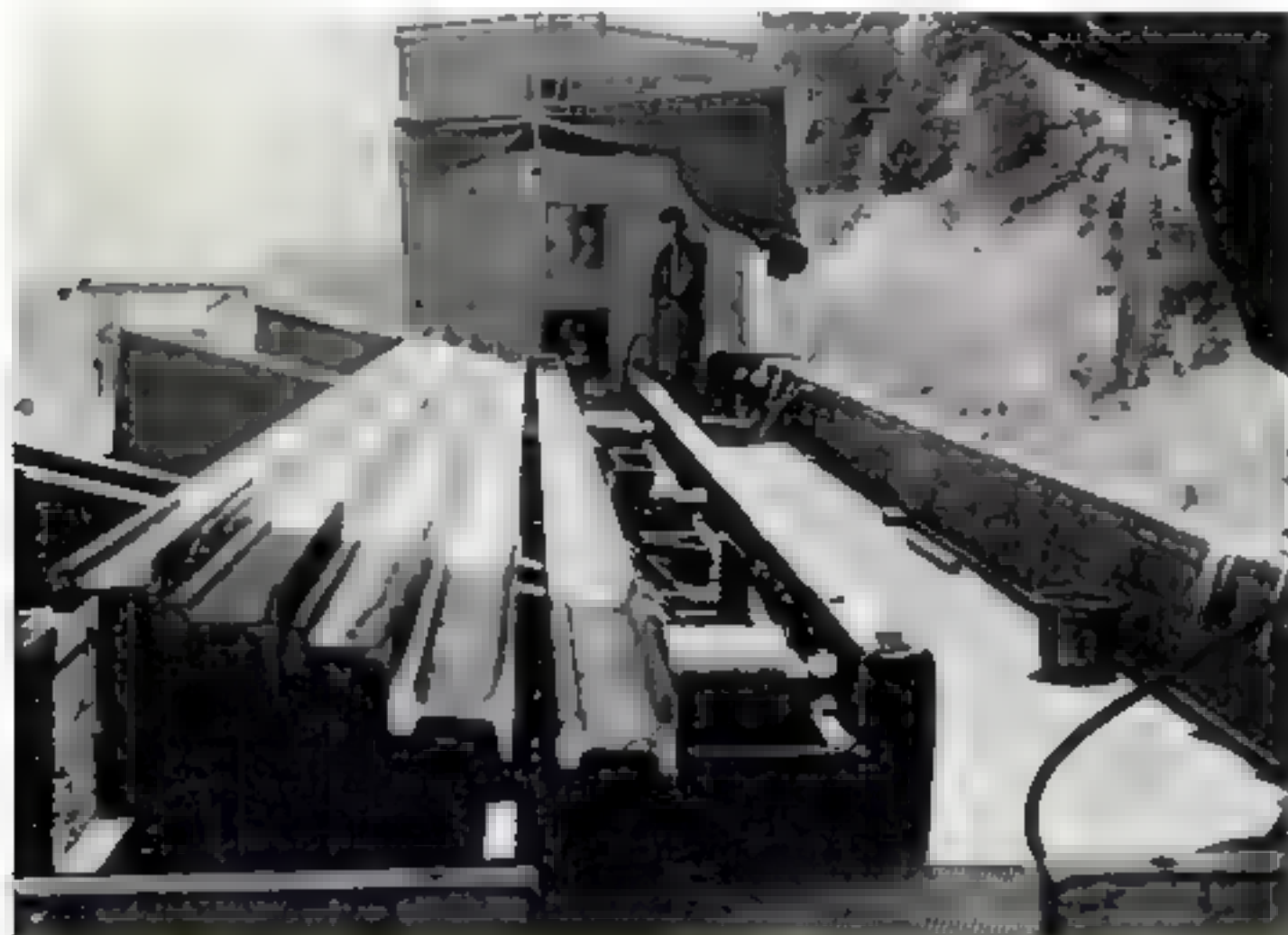
Ever since railroads first started, passengers have become accustomed to the rhythmic clickety-click of wheels passing over rail joints. Railroad technicians for 100 years have sworn that the joint space was needed to provide for the tremendously powerful expansion and contraction of rails.

Recently, Sperry Products, Inc., revolutionized such concepts by introducing a practically endless welded rail. The so-called irresistible expansion force is simply checked by the even greater force exerted by the heavy rail, tenacious rail clips and deeply-ballasted ties. Thus passengers may ride for over a mile without hearing a single clickety-click, and railroad operators will reduce maintenance cost caused by battering rail joints and creeping rails.



A welding unit is composed of a locomotive, generator, rack and welder cars, followed by a line of 20 to 27 flat cars which hold the welded rail. High-pressure steam

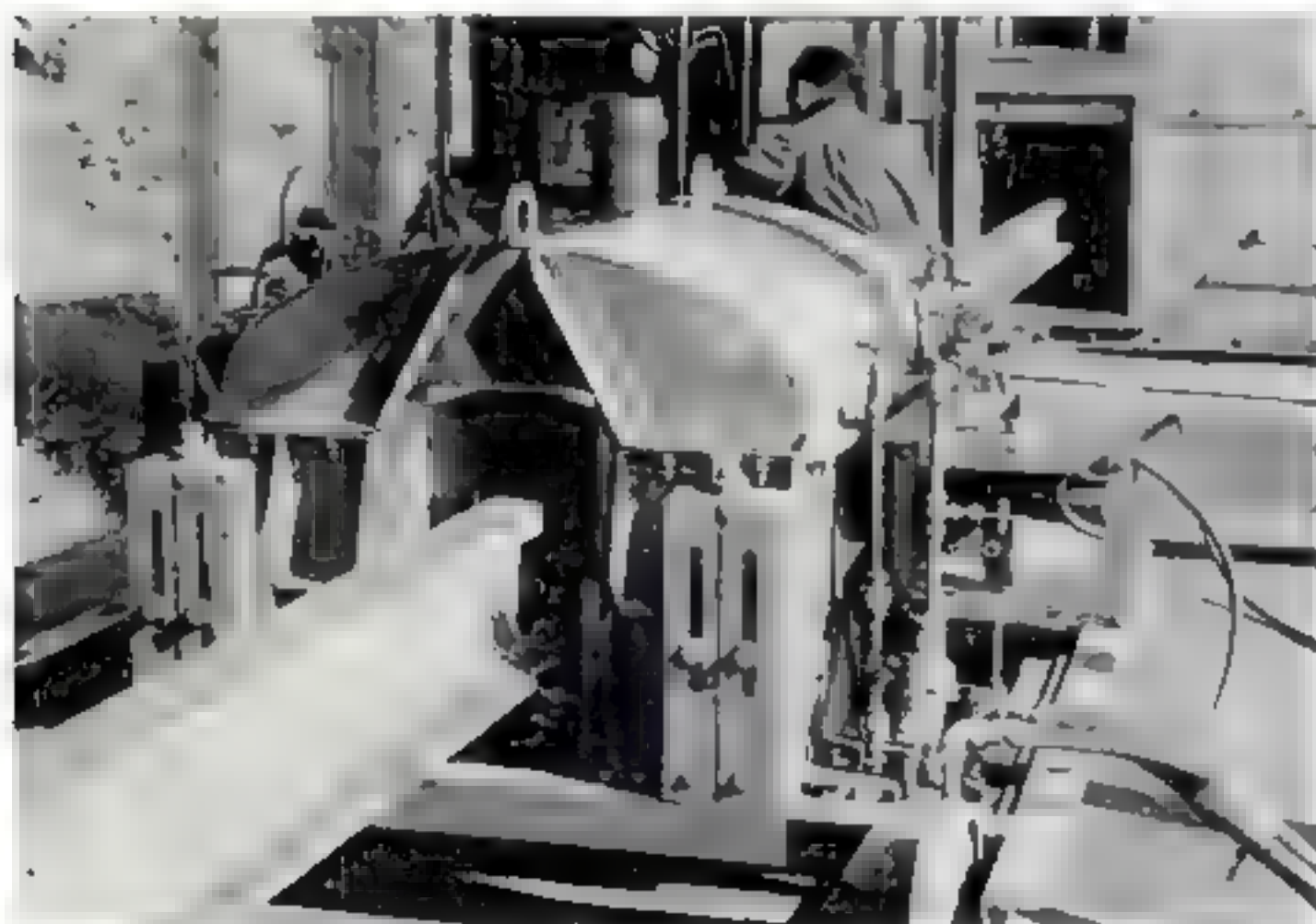
from the locomotive goes to the turbogenerators to create the electric power necessary for welding. The process is continuous and is entirely carried out on the train.



Standard-length rails on the rack car are moved onto rollers which feed them at a regular rate to the welder car in background. The rails, weighing 1,700 lb. each, are placed on an incline so as to slide onto a jack which automatically places them on the rollers.



In welder car, rails are clamped face to face in the machine. The ends are heated and rough spots burned off by intermittent short-circuiting. Then the two ends are brought together under great pressure, the molten metal squeezed out and the flash weld is made.



Stress-relieving furnace normalizes the red-hot joint after welding. This controlled cooling of the joint makes the weld sound and devoid of flaws, enabling it to stand the terrific strain of a pounding, vibrating 65,000-lb. wheel load over a period of many years.



Fillet grinder removes metal around weld. Rails, thus welded and machined on the train, can be as long as required. These in turn can be welded on the track to form a continuous rail only limited by the distance between switches. Longest rail to date, 1 1/2 miles.

ILLUSTRATION BY HARRY HARRIS



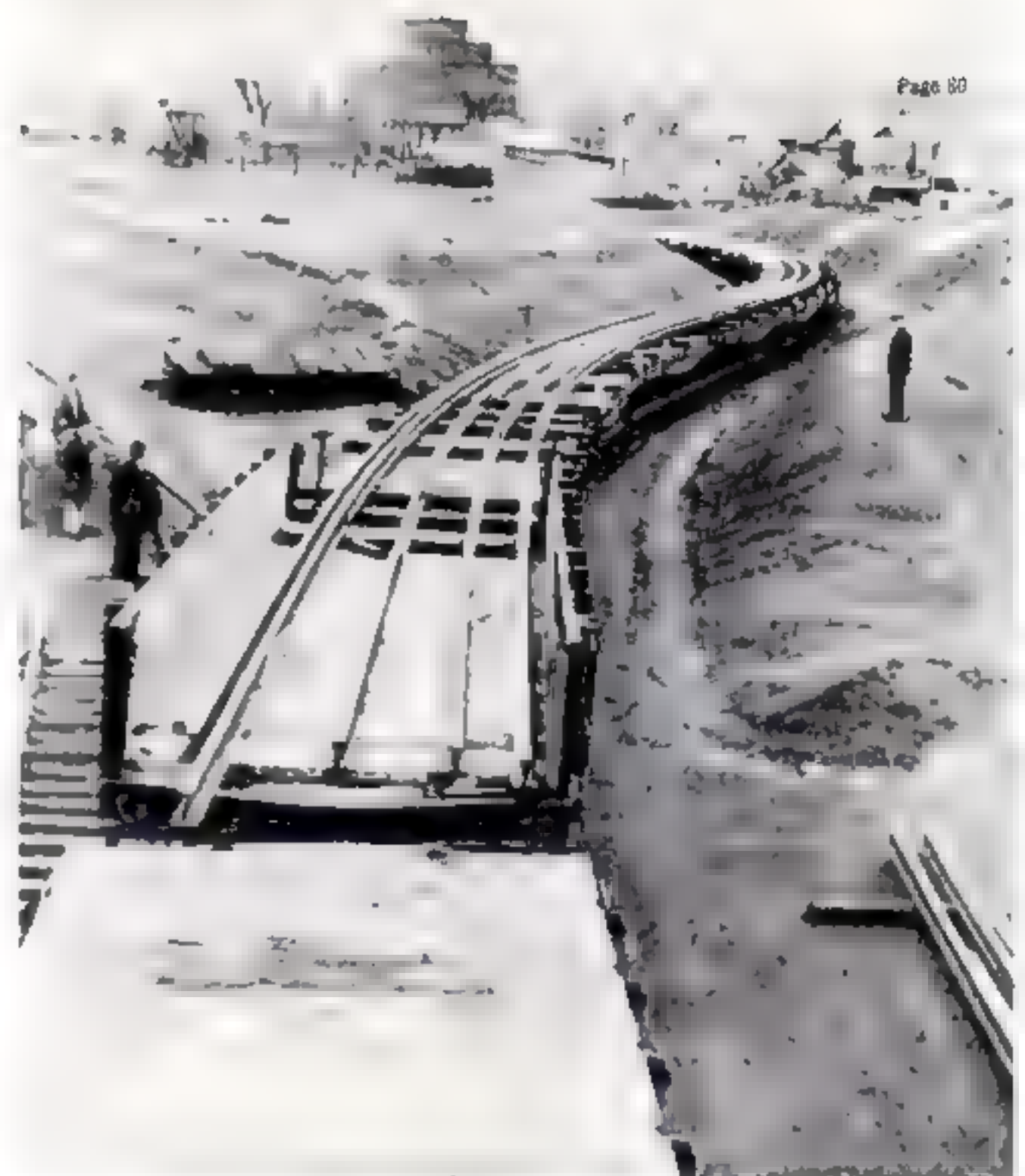
FROSTILLA

makes your skin **SMOOTH, BEAUTIFUL** and **FRAGRANT**



37c, 50c, and \$1.00 sizes throughout U.S. and Canada. Travel sizes at better ten-cent stores.

Maybe it has happened to you! You spend time and money on soaps and mouth washes and deodorants and cosmetics THEN without realizing it, you destroy it all by putting a lotion on your hands that smells soapy or medicinal. The danger is you may have become used to the odor; but to others, it smells like lard or disinfectant. Use Frostilla and increase your daintiness and allure instead of destroying it! Frostilla is the only well-known lotion that gives you smoothness and beauty, PLUS a fascinating fragrance that harmonizes with your perfume. Don't offend. Test your lotion this way: smell your favorite perfume and then smell your lotion. In this way you will detect the slightest soapy or medicinal odor. Be Safe! Use Frostilla Fragrant Lotion! Frostilla is non-sticky and **ECONOMICAL** because it takes less Frostilla to get results.



Welded rails hundreds of yards long, lying loosely on the string of flat cars, conform exactly to the curvature of the track as though they were made of rubber.



Anchored rail is lowered onto permanent track by train feeding it out from the rear end. Standard length rail will be torn out and replaced by welded rails.



Noiseless "velvet track" on Delaware & Hudson Railroad is the pride of the company. It reduces rolling-stock and rail-joint maintenance, makes smoother riding.

Built to Excel . . . in the three things that count most

New Style
Fine Performance
Long Life

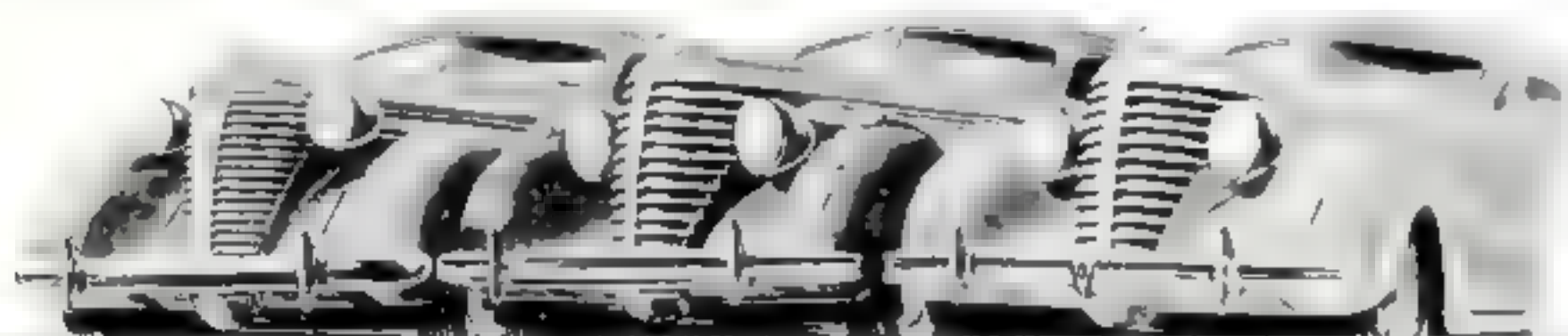


NEW 1938
HUDSON Terraplane

NEVER before, we are sure, have you seen such lavish attention to beauty and comfort in cars so low in cost as these new Hudsons—Hudson Terraplane, Hudson Six and Hudson Eight. Distinctively new in outside style . . . superbly new in inside luxury and added roominess . . . ☞ Drive . . . and you'll find the performance that has won every worthwhile American record is even smoother and finer for 1938 . . . ☞ And, with all this, you get extra long car life, reflected in official national resale value averages consistently higher than those of other cars . . . ☞ Come to a Hudson showroom and see how much more you can get for the price you have expected to pay.

**PRICES START
DOWN CLOSE
TO THE LOWEST**

with the new low-cost
Hudson-C.I.T. Time Pay-
ment Plan—terms to suit
your income.



Drive with
1938's GREATEST DRIVING FEATURE
HUDSON'S SELECTIVE
AUTOMATIC SHIFT TRANSMISSION
IN ITS 4th YEAR . . . GREATER THAN EVER

MEET HUDSON FOR
1938
HUDSON Terraplane • HUDSON Six • HUDSON Eight

117-INCH WHEELBASE . . . 96 AND 101 HORSEPOWER

122-IN. W. B. . . . 101 AND 107 H. P. WITH SIX STAR MOTOR

122 AND 129-INCH WHEELBASE . . . 122 HORSEPOWER

Advertisement

MORE THAN 2,000,000 WOMEN READ LOOK!



Starch Survey Reveals 120 Women Readers For Each 100 Copies!

★ In a nation-wide survey undertaken for LOOK, the Daniel Starch Organization found, that for every 100 copies of LOOK, there are 120 women readers and 134 men readers.

And LOOK has 2,000,000 circulation . . . and still growing!

LOOK's appeal is universal . . . pictures are a form of human expression which was old when our stone-age ancestors finally acquired a vocabulary.

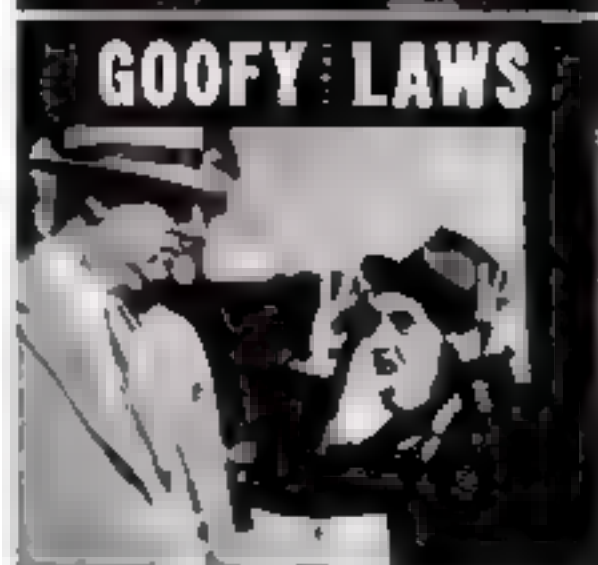
LOOK covers a wide range of human interests—delves deeply into little known facts—analyzes personalities whose names make news—builds broader knowledge of scientific achievement. All in pictures . . . that entertain as they instruct.

From orders already placed, it is evident that America's leading advertisers have been quick to sense the new audience opportunity in LOOK. All evidence points to a 1938 advertising swing to this amazing new magazine as remarkable as its rapid rise to leadership in newsstand sales.

Look

THE IRRESISTIBLE PICTURE MAGAZINE

Look, Incorporated, Des Moines, Iowa
NEW YORK DETROIT
CHICAGO ATLANTA



In Virginia, possum hunting is a popular rural sport. Dogs expressly broken for it are trained to ignore rabbit, coon and other tempting scents, to chevy possums alone. At a recent meet in Catawba Valley, a first-rate hound demonstrated his mettle by treeing a possum (top), climbing up the tree trunk after it (centre), catching it by the tail (bottom).



They have that certain air



Copyright 1934 Anheuser-Busch, Inc.

Lucky Polar Bear in his arctic home! All around him is the purest air in the world.

Lucky BUDWEISER! Fermented in *sterile* air . . . in spotless, glass-lined tanks . . . in new and ultra-modern compartments fortified by costly filters against the intrusion of impure air. No microscopic organism present in ordinary air can interfere with the work of our priceless, pure-culture yeast. Expensive? Yes, but our ideals demand it—and every sip of BUDWEISER proves its worth.

Lucky you! No effort is spared to give all of you BUDWEISER.



The temperature in the stratosphere is cold—and uniform. The temperature where BUDWEISER ferments is cold—and uniform. Low temperatures make fermentation slow and thorough. High temperatures speed it up. BUDWEISER ferments just above the freezing point. It is costly—but without it we couldn't give you the genuine BUDWEISER.

Adolphus Busch Jr.
PRESIDENT

AS YOU LIKE IT
In Bottles In Cans



Order a carton for your home
NO DEPOSIT REQUIRED

MAKE THIS TEST!

DRINK Budweiser FOR FIVE DAYS.
ON THE SIXTH DAY TRY TO DRINK
A SWEET BEER • YOU WILL WANT
Budweiser's FLAVOR THEREAFTER.



Budweiser

KING OF BOTTLED BEER

A N H E U S E R - B U S C H • S T. L O U I S

LANGTRY 17 fine jew. The smart new model, made of 14k gold with a black dial. Price \$42.00.



CONSTANCE 17 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



CETIA 17 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



CHARISSA 17 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



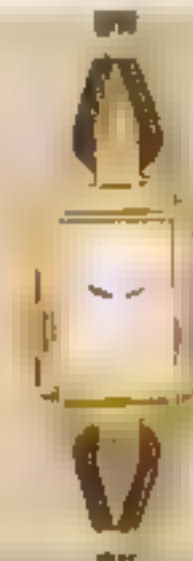
PATIA 17 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



NOIA 17 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



WINNA 17 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



MYRNA 17 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



FOR A MERRY CHRISTMAS AND AN *accurate* NEW YEAR



SPECIAL LADY'S WATCH 17 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



When you give a Hamilton your gift, you carry the pride of invention that there is nothing finer. No Hamilton has fewer than 17 jewels or is made in less than precious metal. \$37.50 to \$4000. Write for folder. Hamilton Watch Co., 891 Columbia Ave., Lancaster, Penna.

ELMOTT 17 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



R. TLEDGE 19 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



CARLISLE 17 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



WASSER 17 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



JOHN 17 jew. 14k gold. A beautiful watch with a black dial. Price \$42.00.



SOCIETY GIRLS GIVE LEG SHOWS FOR CHARITY

In almost every large American city, groups of debutantes get together once a year and present a musical show for charity. Of these undertakings none is more ambitious than Chicago's Service Club Revue or Philadelphia's Charity Ball. On Nov. 6, Chicago debutantes cast aside dignity, yielded to rhythms of the tap dance in their club's 22nd annual revue at the Auditorium. Five days later Pennsylvania girls bared their legs in similar maneuvers at Philadelphia's famed Bellevue-Stratford Hotel.



JANE COBB SPORTS A CANCAN COSTUME AT PHILADELPHIA BALL



Chicago Debutantes Eleanor Thompson, Peggy Sargent and Lucia Dixon wear rompers, sweaters, shorts, while rehearsing buck-and-wing routine for Service Club Revue.



Look what these wonderful ideas did to our house

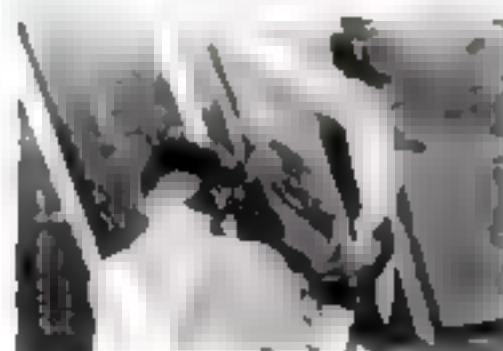


Asbestos worked the miracle. J-M Asbestos Roofing Shingles (upper left) and J-M Asbestos Siding Shingles (circle). Charming as weathered wood, fire-, weather- and wear-proof.

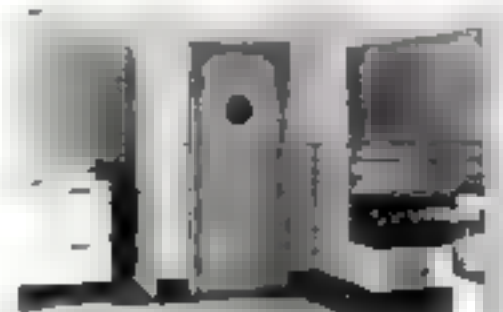
Sept. 25-37



I'll always be grateful to that wonderful 101 Book

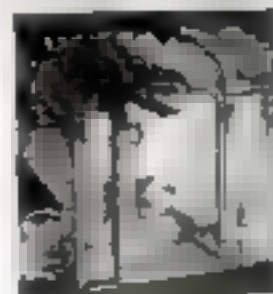


● J-M Rock Wool Home Insulation helps keep every room in the house warm and cozy, with fewer drafts; reduces winter fuel bills up to 30%; cuts summer temperatures up to 15° in hottest weather. In Ful-Thik "batte" for new houses—or "blown" into walls of existing homes.



● Credit J-M Asbestos Flexboard for this charming "new" kitchen! Colorful panels of this fireproof, permanent material with a hard, smooth surface were applied right over the old walls. A quick remodeling job; an easy, inexpensive one.

SEND FOR



FREE BOOK

DISCOURAGED by the shabby exterior of your home? Unhappy about a dingy, unpleasant kitchen or bathroom? Positively ashamed of your basement?

You need J-M's free illustrated book ... ideas for bright, cheerful kitchens, modern bathrooms—ideas for charming basement and attic rooms—ideas for re-roofing and re-siding so that your home will be fire-safe, and easily and economically kept up—the latest information, also, on insulating for year-round comfort.

Tells you, in addition, how to pay for home improvements in convenient monthly payments under the terms of the J-M Million-Dollar-to-Lend Plan. The book is free—mail the coupon.

JOHNS-MANVILLE
JM BUILDING MATERIALS

Johns-Manville, Dept. L-11-15
23 East 46th Street, N. Y. C.

I am planning to remodel my home. Send me the new 1937 "101 Book" FREE ☐. I am especially interested in Home Insulation ☐. An Asbestos Shingle roof ☐. Cedar-grain Asbestos Siding Shingles ☐. Insulating Boards for extra rooms ☐.

Name

Address

City State

Show Shots

OF THE NEW AMERICAN STYLES !

The Latest in Styling . . . The Newest in Features . . . Motoring's Newest, Most Thrilling Performance . . . All Found in the Dashing New Oldsmobiles for 1938, and All the Object of Enthusiastic Approval!

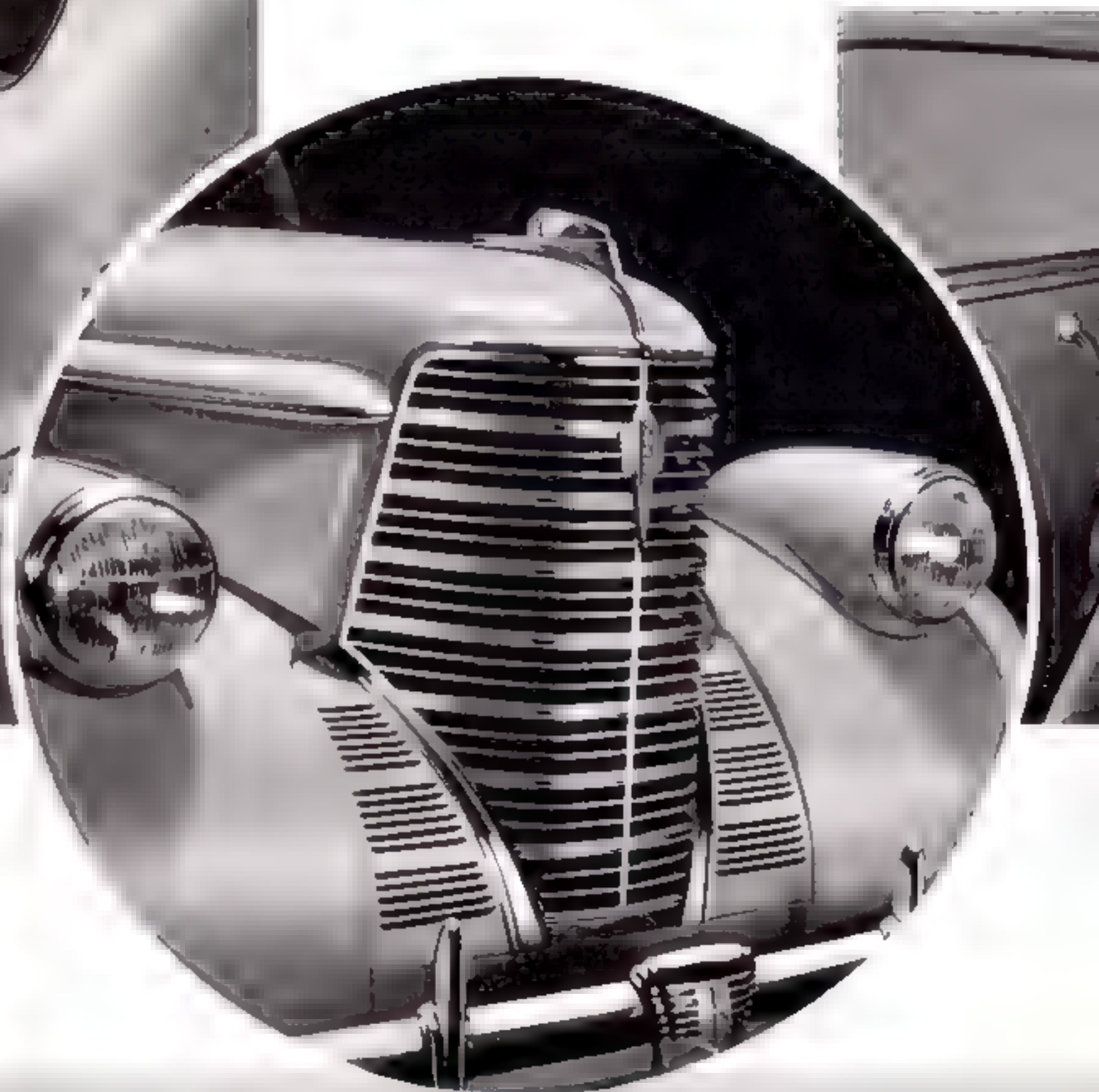


Above—The dynamic streamlining of the big, roomy Oldsmobile Six for 1938 hints in advance at the smooth, fast-stepping performance, the luxurious comfort and all the provisions for safety that are yours in this distinguished line car.



(Above)—Grace of line and beauty of contour mark Oldsmobile's 1938 rear end designs. Here the spacious luggage compartment of the Touring Sedan blends artistically into the body proper . . . a true combination of beauty and practicality.

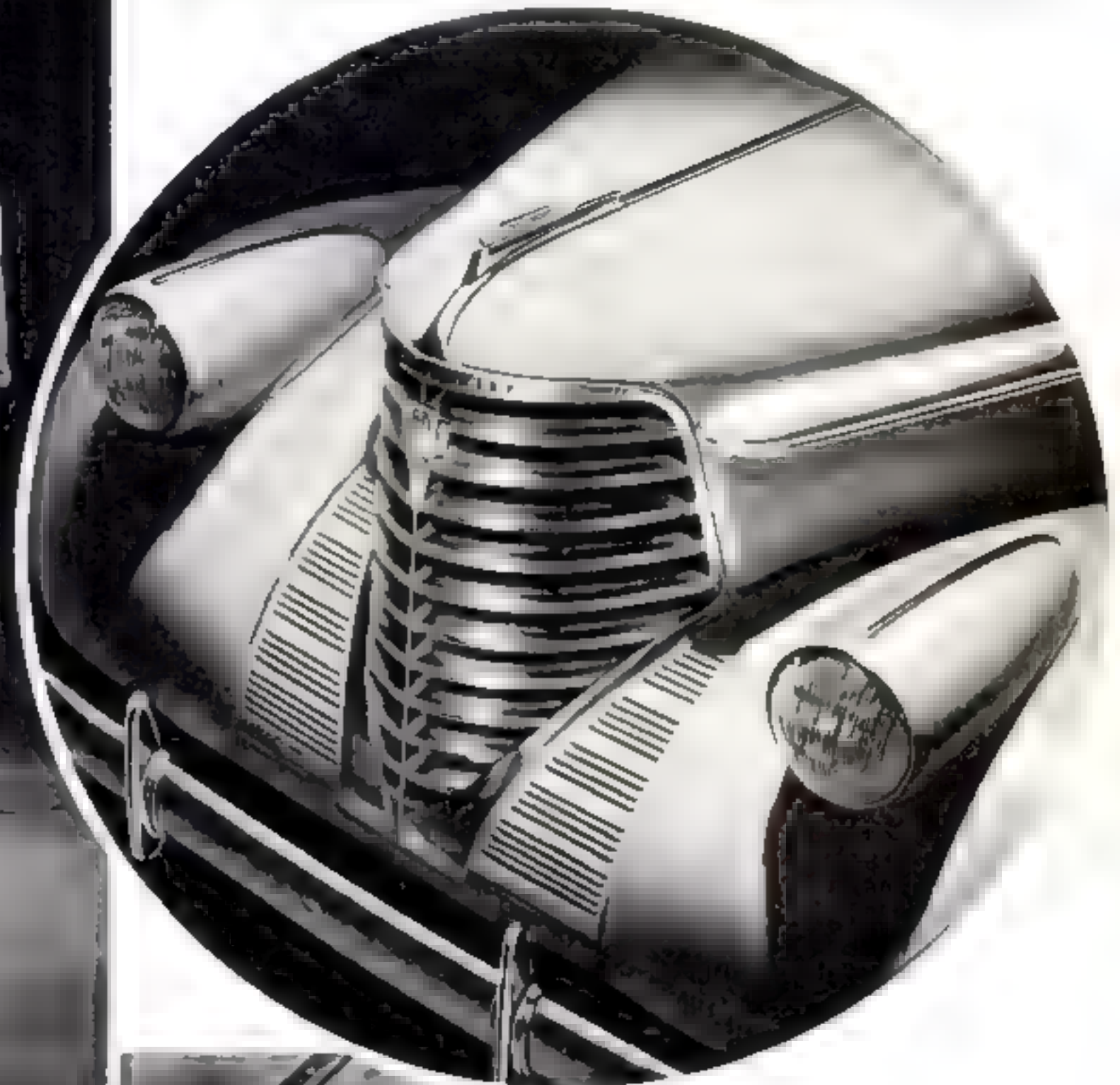
At Right—The distinguished front end design of the 1938 Oldsmobile Eight combines a massive die-cast radiator grille, hood louvers concealed under wide moldings and flaring one-piece fenders, with headlamps nested in the fender tops.



OLDSMOBILE STEPS

I N S T Y L E P E R F O R M

(Below)—The latest word in smart, dashing styling is reflected in the front end of the 1938 Oldsmobile Six . . . styling that is setting an entire new trend in motor car design

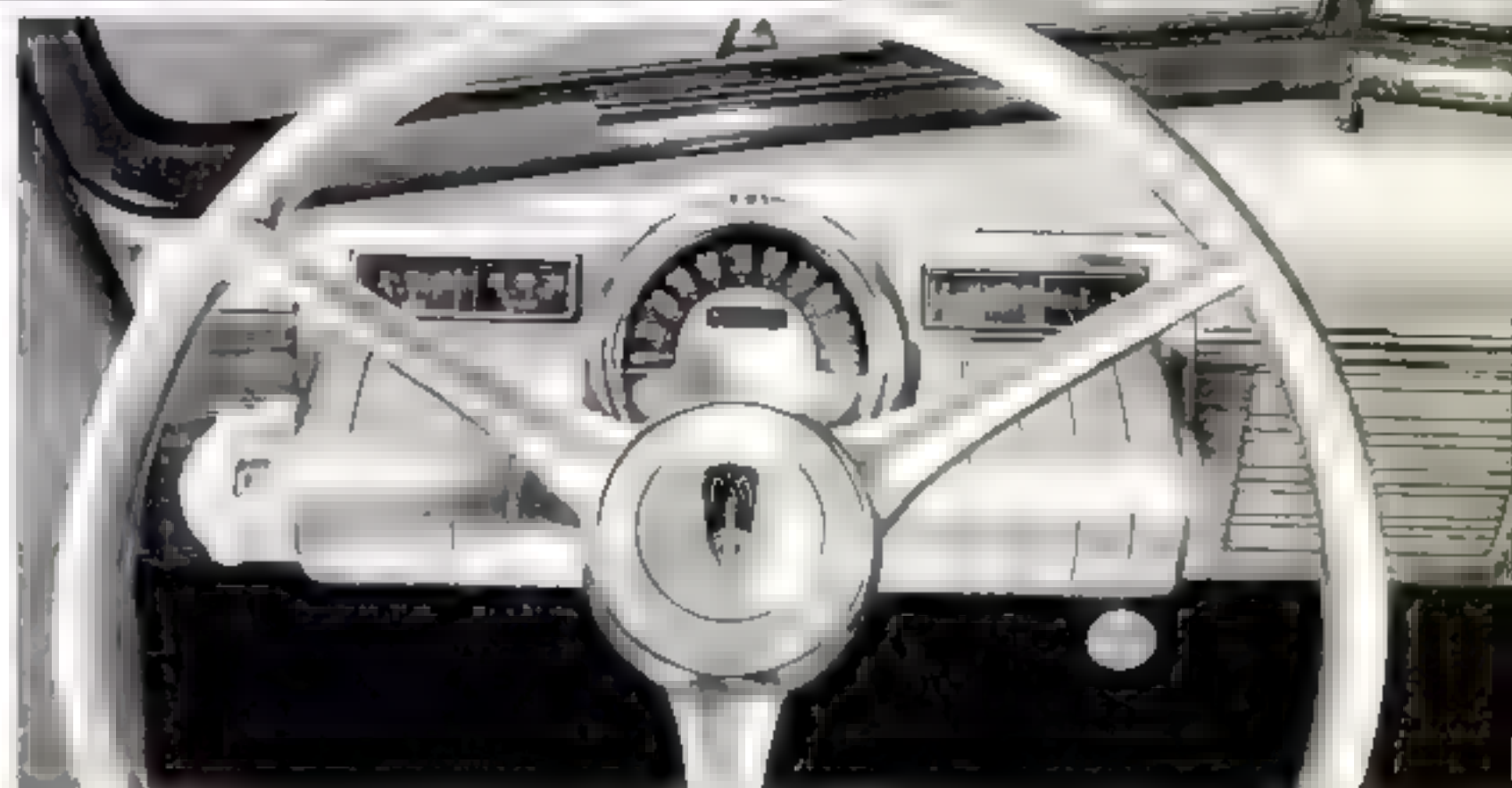


(Below) For 1938 Oldsmobile offers spacious and handsomely appointed Safety Interiors. Front seat backs are finished in soft-roll upholstery. Floors are smooth and unobstructed.



(At Right) Oldsmobile's new Safety Instrument Unit and Safety Dash combine safety with smart design.

(At Left) Oldsmobile's revolutionary Automatic Safety Transmission . . . optional at extra cost on all models of both the Six and Eight . . . is acclaimed on every side as the driving sensation of the year. More than just a gear shifter, it offers the advantages of simpler, safer driving, substantially reduced fuel costs . . . thrilling new highs in shifting, flowing action. Developed, proved and introduced by Oldsmobile, it opens a whole new world of motor car enjoyment.



NOWHERE ELSE CAN MONEY BUY SO MUCH!

Style-Leader Styling • Safety Dash with Safety Instrument Unit • Safety Interiors • 95 Horsepower Six • 110-Horsepower Eight • Knee-Action Wheels • Super-Hydraulic Brakes • Center-Control Steering • Fisher Unisteel Body Construction • Turret Top • Under Hood Battery • No Draft Ventilation • Safety Glass • Unobstructed Floors • Weather Sealed Doors • Dual Rude Stabilizers • Electro-Hardened Aluminum Pistons • Scientific Sound Proofing • Big, Low-Pressure Tires • Stabilized Front End • Tri-Cushion Engine Suspension • Adjustable Front Seat

OUT AHEAD AGAIN!

P E R F O R M A N C E V A L U E !



SCULPTOR JACOB EPSTEIN POSES IN HIS HYDE PARK GATE STUDIO WITH STATUE OF CHRIST WHICH HAS BECOME A 'STORM CENTRE' IN LONDON

SCULPTOR EPSTEIN'S NEW CHRIST: A RIDDLE, OUTRAGE OR SUPERB PIECE OF WORK?



When on Oct. 22 London's Leicester Galleries opened an exhibition of Sculptor Jacob Epstein's sculpture, a thumping controversy promptly arose over the show's No. 1 exhibit—a 2½-ton recumbent alabaster figure entitled *Consummatus Est*, representing the dead Christ after the descent from the Cross. Many puzzled visitors looked like the two at left as they pondered the powerful, distorted figure in which London *Times* found awesomeness and sincerity but which Manchester *Guardian*, after considerable mulling, called "a riddle without an answer."

Said Sir Charles Allom, a Fellow of the Royal Society of Arts: "It is a disgusting travesty and outrage on Christian ideals." Said Mr Alfred Bosson, another Fellow and owner of the Epstein *Genesis* (see page 92): "This superb piece of work . . . expresses utterly the last moment." Said Lady Oxford after a visit: "I can say nothing nothing." Said Writer Osbert Sitwell "I think it is perfectly magnificent." Wrote Viscountess Molesworth to the London *Telegraph*: "There must be thousands who feel as I do that our Master, Christ, is being insulted. P. S. Lord Molesworth identifies himself with these sentiments." Said Mrs. Epstein: "I have a very bad cold which prevents my talking about the work."

CONTINUED ON PAGE 30

IT'S A PLEASANTLY LAZY LIFE IN THIS "ARM CHAIR RADIO" AGE

Advertisement



Yes, life—this is advertising—but isn't it newsworthy, too?



GIRL MEETS BOY—LATE! For the party wait until her script forgets. She'll be late for her date with the radio. Zenith Model 249, the new "Arm Chair Radio" with its own controls. Meet your new Arm Chair Zenith Model 249. **\$79.95***



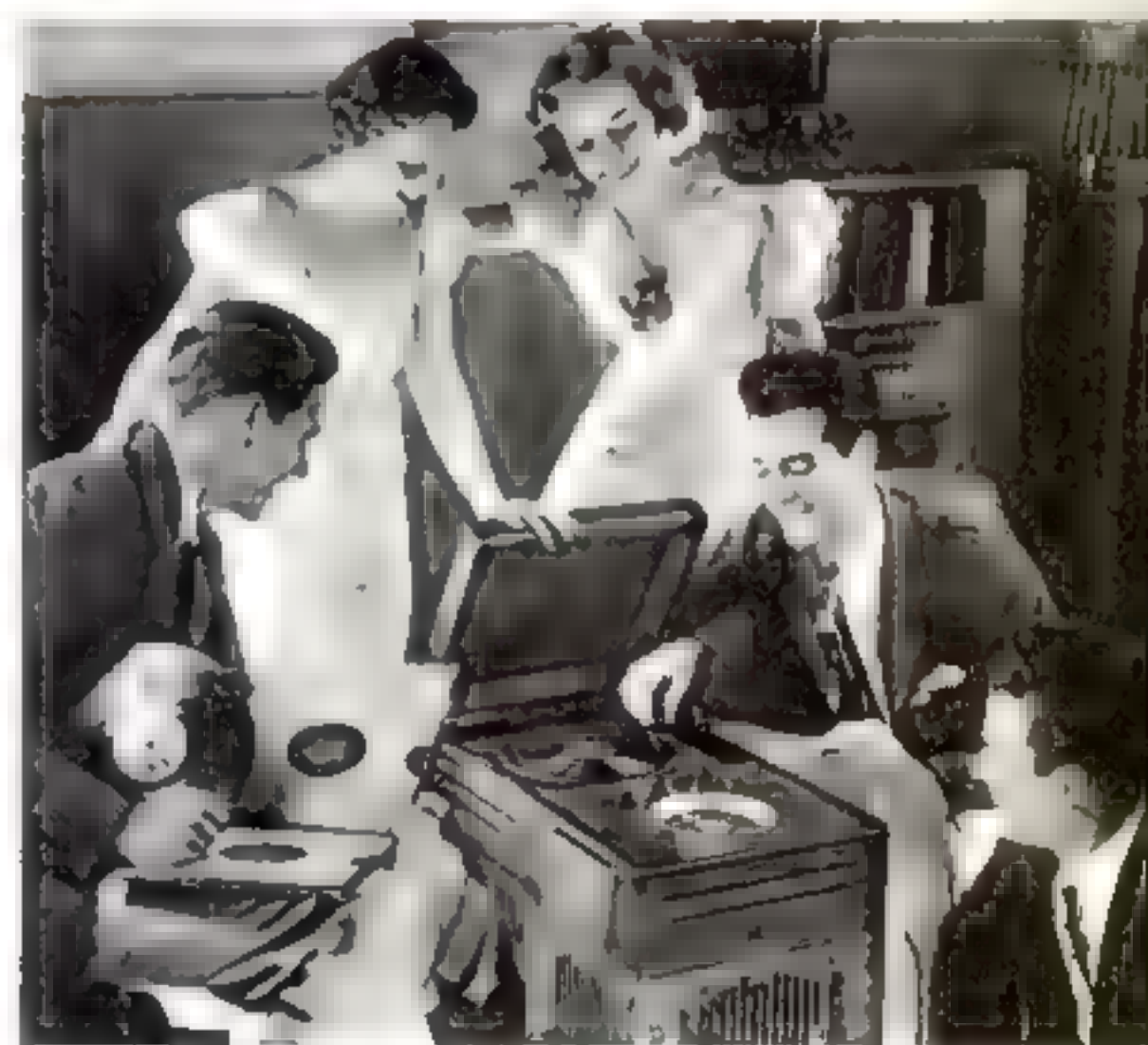
"MAIS, C'EST FORMIDABLE, CA!" We have the weather for you. We have the news for you. We have the music for you. Zenith Model 249, the new "Arm Chair Radio" with its own controls. Meet your new Arm Chair Zenith Model 249. **\$109.95***



"STOP ME IF YOU'VE HEARD THIS ONE" When good follows good, there's always a Zenith. Zenith Model 249, the new "Arm Chair Radio" with its own controls. Meet your new Arm Chair Zenith Model 249. **\$84.95***



MOTHER'S BIRTHDAY PRESENT—Zenith Model 249, the new "Arm Chair Radio" with its own controls. Meet your new Arm Chair Zenith Model 249. **\$190.00***



BENNY GOODMAN vs BENNY GOODMAN Zenith Model 249, the new "Arm Chair Radio" with its own controls. Meet your new Arm Chair Zenith Model 249. **\$99.95***



AND WHY SHOULD GIRLS LEAVE HOME? Zenith Model 249, the new "Arm Chair Radio" with its own controls. Meet your new Arm Chair Zenith Model 249. **\$39.95***

It was enough that the radio yesterday brought the word into our homes. But today, it must do more. And does! For today's arm chair radio gives "lazy tuning" a finger to put in the ground. In fact, today's Zenith Arm Chair Radios—of our astonishing—no longer permit us by demanding that we rise or cross the room each time we change stations. Once more a year, 1938 Zeniths offer the widest selection among these new and most convenient "lazy-tuning" radios. Twenty-five Arm Chair Zeniths from \$29.95 to \$190.00 and on to sixty-two Table and Console Zeniths from \$49.95 to \$750.00. Try one of these magnificent Zeniths before your favorite arm chair with this invitation, today, through your nearest Zenith Dealer. Learn The Zenith Foundation—most trusted radio program about the subject of the hour—recapitulates success. Over NBC Blue Network every Sunday 10 P. M. E. S. T.

ZENITH RADIO CORPORATION, CHICAGO
For 22 years, makers of fine radios

*Prices subject to change without notice.



PAGING MR. SAND-MAN! Zenith Model 249, the new "Arm Chair Radio" with its own controls. Meet your new Arm Chair Zenith Model 249. **\$69.95***



CASCO Auto Fan KEEPS WINDSHIELDS CLEAR



• Stop at your garage, auto supply dealer or service station today. See the new Casco Auto Fan that will insure your vision this winter. Removes steam and frost... keeps windshields clear. Three flexible rubber blades give maximum efficiency... prevent injury to hands and wearing apparel... prevent glare reflection.

**KEEPS YOUR WINDSHIELD
CLEAR—DEFROSTS
REMOVES SLEET**



CASCO Automatic CIGAR LIGHTER

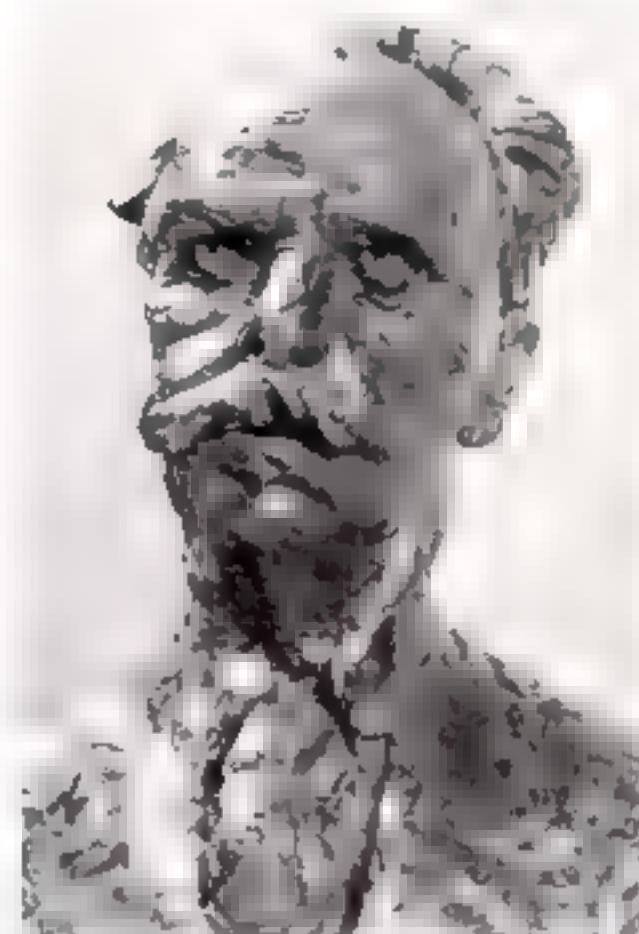
• Nearly 2 million Casco Automatic Cigar Lighters have been installed on cars this year. Look for this safety feature on new cars. Put one on your present car in five minutes. Thermostat controls heat, guarantees a perfect light every time. Just press when you want a light... You do not have to hold it in... It's automatic. Ask your dealer for a demonstration.



CASCO PRODUCTS CORPORATION
BRIDGEPORT, CONN., U.S.A. • (in Canada, 287 King Street, East, Toronto)

Epstein's London Exhibit (continued)

More traditional in style than *Consummation Est* were the Epstein busts at the London show, some of which are shown below. Vital characterizations, they were a great relief to critics who turned from expressions of bewilderment or vituperation about the figure of Christ to laudatory phrases about the artistic detachment of this American-born sculptor, his "refusal to sacrifice the individual to the type," and "the inventiveness that can find a different convention for the hair of each of his models."



PROFESSOR FRANZ BOAS



SALLY RYAN



ROSEMARY



J. B. PRIESTLEY



RITA



NERENSKA

ILLUSTRATION BY PAUL M.



Imperial Gift

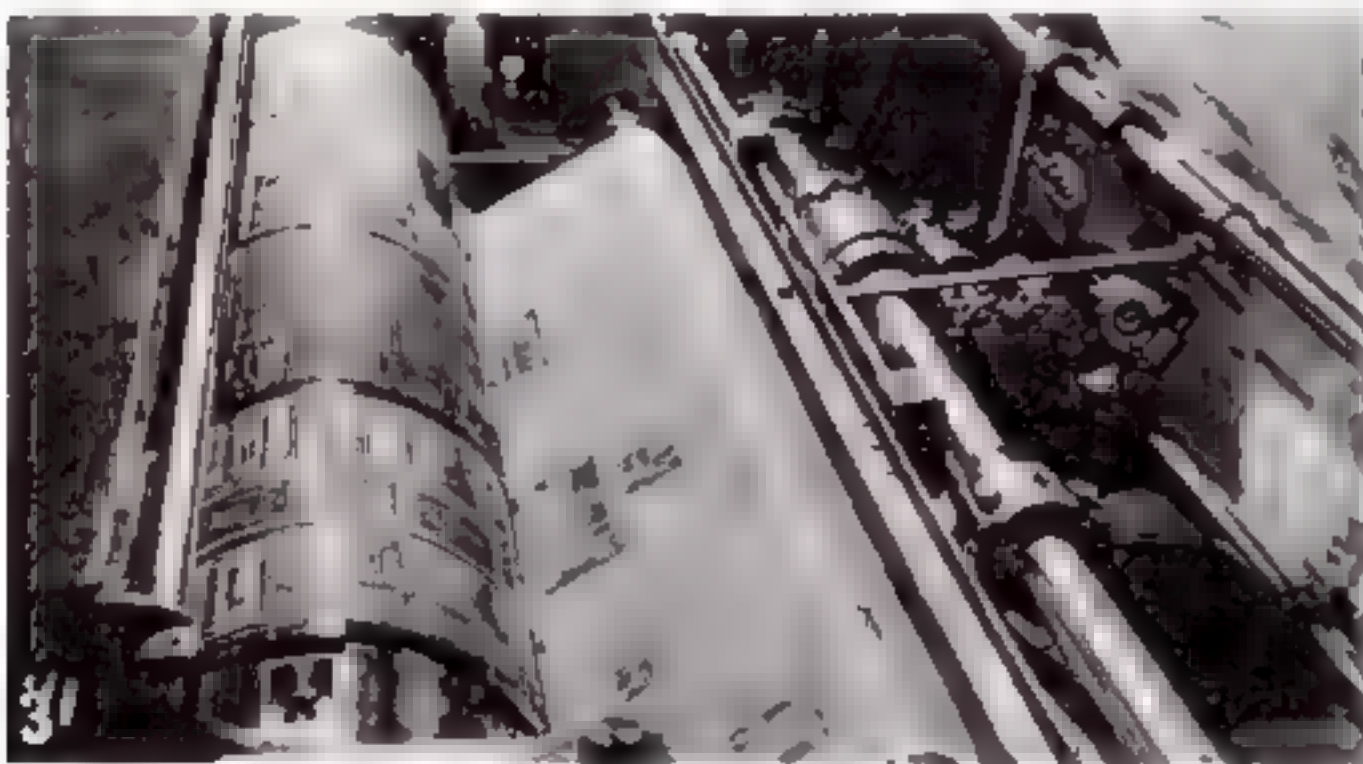
There is something new in gift suggestions! And it's particularly pleasing to both your eye and purse. . . . Ask at any toilet goods counter for the "Imperial Bottle" of Italian Balm, America's most popular skin protector. . . . You'll discover that for \$1.10 you can get what you, yourself, would estimate at a three-dollar value. . . . The Imperial holds 9 ounces and fits the famous Italian Balm Dispenser. It's an ideal birthday or anniversary present—a grand bridge prize—or just a gift for some nice person you like. Remember it for Christmas, too. Now available at drug and department stores. . . . Campana Sales Company, Batavia, Ill.



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...when a baby is kidnaped... you read it in your newspaper printed on...



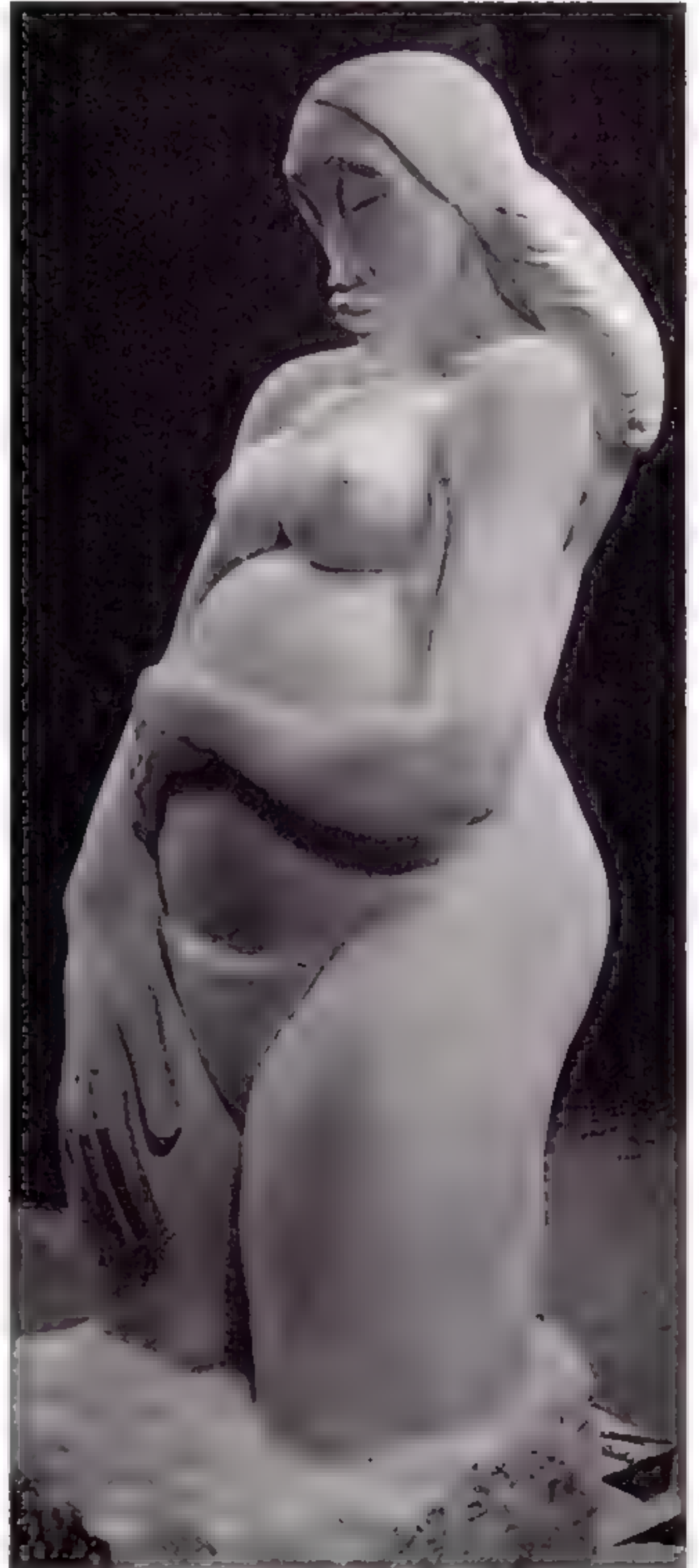
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...a Sinclair dealer. Now is the time to ask him about his special Sinclair-ize-for-Winter service which includes requirements for safe driving recommended by the car manufacturers. You'll like the way he treats you.

Another Epstein Controversy (continued)

Six years ago Jacob Epstein's *Genesis* (below) stirred up a controversy in which feeling ran as high as it does today about his Christ. "You white foulness!" thundered Lord Beaverbrook's *Daily Express* at this marble figure which was inspired by the idea of a pregnant woman. The President of the Royal College of Surgeons, Baron Moynihan of Leeds, wrote that it was not a reliable portrayal of pregnancy. But Mr. Alfred Bossom, who also likes *Consummatus Est*, bought it for \$5,000 and the *Manchester Guardian* bestowed this accolade: "The face has a blind dignity and pathos... There is surely room for it in the world of art."



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CRYSTAL SHAKER SALT, YOU
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WHY FAMOUS FOOD AUTHORITIES ADVISE WOMEN TO USE DIAMOND CRYSTAL



EVERY WOMAN
OUGHT TO KNOW
WHAT A DELICIOUS
DIFFERENCE THE
RIGHT SALT CAN
MAKE IN SEASON-
ING FOODS...

Florence Richards

famous home economics
authority and Food
Editor of the
New York Mirror

GRACIOUS MRS. RICHARDS, I DIDN'T
KNOW THE KIND OF SALT I USE CAN
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YES, THAT'S TRUE, MRS.
JACKSON. THAT'S WHY I
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WHY DIAMOND CRYSTAL SHAKER SALT MAKES FOOD TASTE BETTER



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(from actual microphotos)



Diamond Crystal Salt
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Diamond Crystal Shaker Salt is made by the exclusive
Alberger process which produces highest quality salt,
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blend into foods . . . season evenly and thoroughly.
That's why Diamond Crystal Shaker Salt brings out
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MARTHA, EVERYTHING HAS SUCH
MARVELOUS FLAVOR—THIS
IS THE BEST THANKSGIVING
DINNER I EVER TASTED!



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SHE TOLD ME ABOUT
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that there is a dif-
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quarter in some
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Shaker Salt. Taste it. Then dip an-
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and taste it. You'll discover that
seasoning with Diamond Crystal
is smoother, even— it melts in-
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CORNS

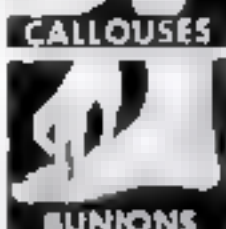


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Late Hours... Swimming
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UGLY SKIN

Don't cover coarsened, reddened skin with cosmetics. Give it the gentle, effective medication it needs with wonderful

CUTICURA SOAP AND OINTMENT

HOOTON PREACHES BIOLOGICAL PURGE OF MAN



Professor Earnest Albert Hooton (above) of Harvard University is a witty, facetious anthropologist who has little good to say either of his contemporaries or the human race in general. His latest book *Apes, Men and Morans* (Putnam's—\$3) smacks of disbelief in modern precepts, contends that a "biological purge is the essential prerequisite for a social and spiritual salvation." Only valid reason for Hooton's pugnacious attitude is that he probably knows as much about man as any other anthropologist.

Below: Dr. Hooton's prize specimen is a preserved gorilla head.



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CONTINUED ON NEXT PAGE



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Gentlemen:
Please send illustrated shirt catalog, swatches.

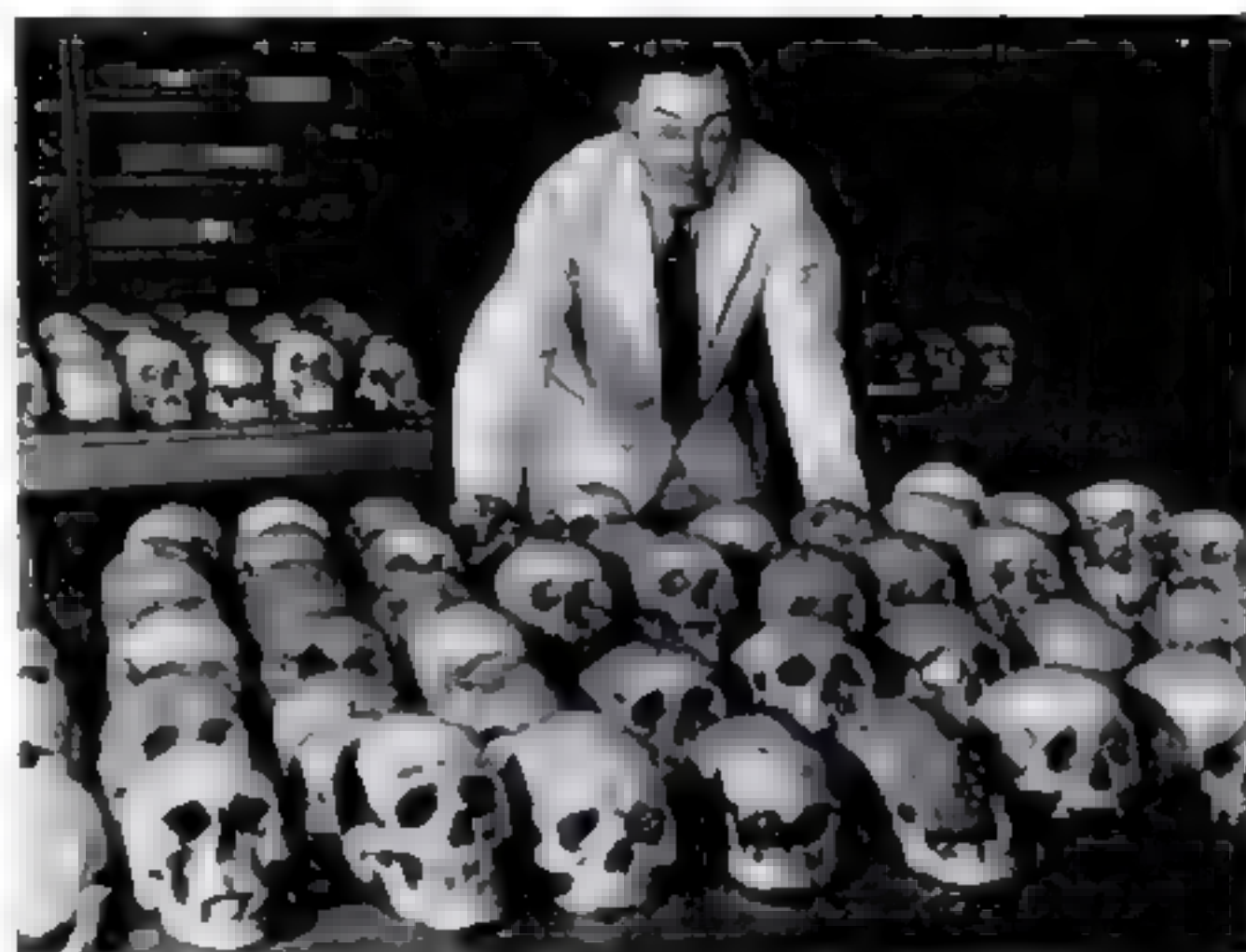
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Hooton (continued)



Basis of Dr. Hooton's scientific witticisms is his knowledge of the evolution of the bone structure of man. Here he is examining a collection of Indian skulls.



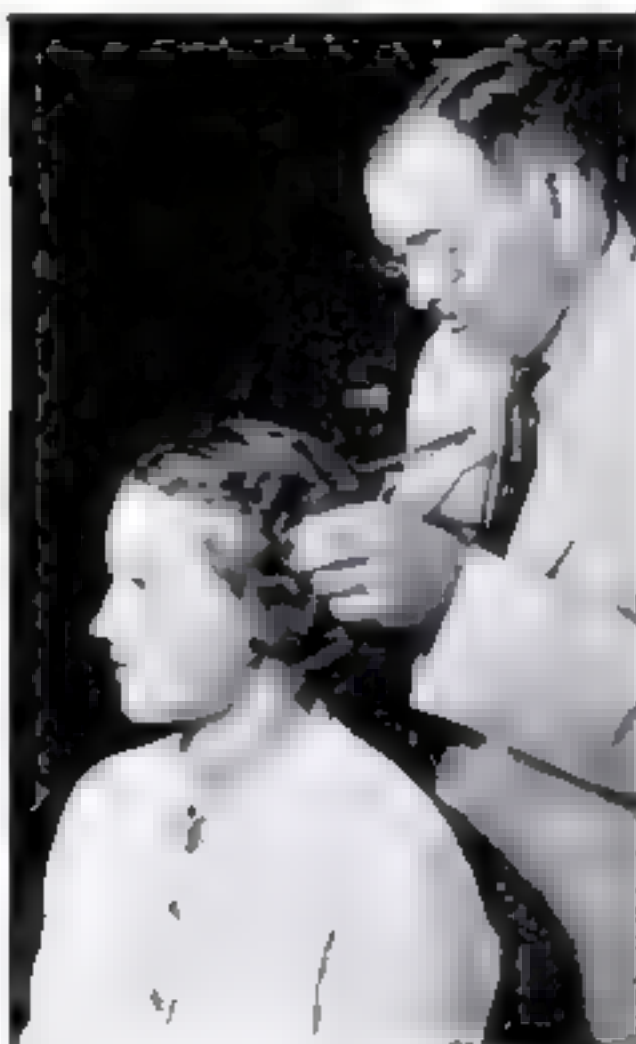
Head height from ear to skull top is measured by Hooton's anthropometer.



The nose height of the subject is accurately gauged with this sliding caliper.



Stature measurement fails to record the hole in the toe of the girl's stocking.



Maximum head breadth is determined by Dr. Hooton with a spreading caliper.

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1939

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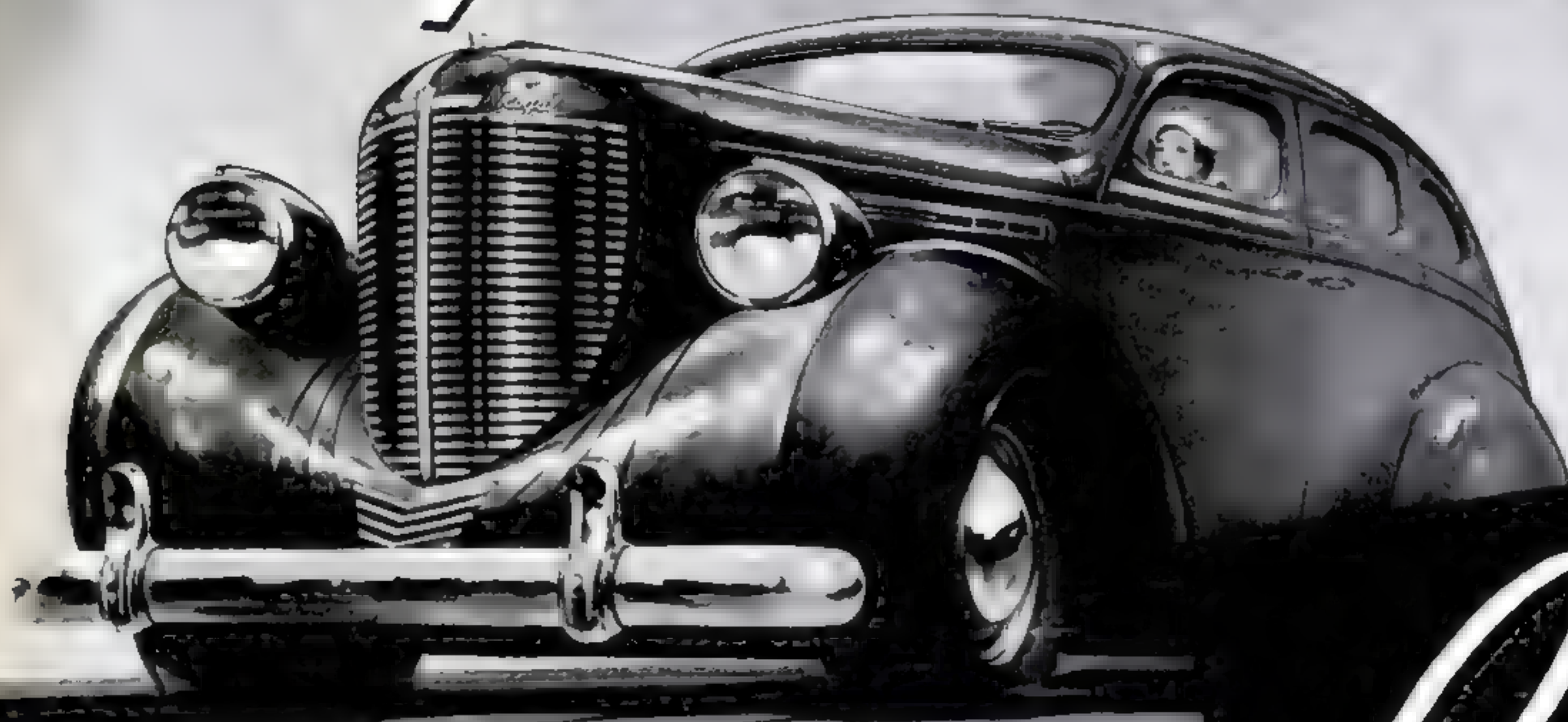
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A MORE LASTING SATISFACTION IN ITS APPEARANCE, LOOK
FOR THIS MARK OF HIGHER QUALITY IN ALL ITS WINDOWS.



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Two New



CHRYSLER Royal - MORE FOR THE MONEY IN THE LOW-PRICED FIELD!

Chrysler

THE 1938 CHRYSLER ROYAL is a beauty... with three inches more wheelbase than the 1937 Royal which invaded the low-priced field so successfully last year.

Look at this big, handsome car in the picture above! That tall, proud radiator... with its straight-line profile and beautifully modeled chromium grille! The smart new headlamps... in a new position on the sweeping fenders.

Step inside, and you see the most beautiful appointments that ever graced a low-priced car. The smart new instrument panel... brilliantly styled... cleverly designed without dangerous projections. The new steering wheel... with its ring-type horn control. The superb upholstery

... short-nap mohair or broadcloth tailored with custom-car simplicity.

Under the hood, a famous Chrysler Gold Seal engine... with more horsepower than last year... and the same brand of thriftiness that so delighted owners of the 1937 Chrysler Royal! There's 95 horsepower... made liquid-smooth with Chrysler's Floating Power.

The big Safety *All-Steel* Body emphasizes room! 96 $\frac{1}{4}$ inches from windshield to rear window! 50 inches of head room! A 49 inch rear seat! A wheelbase of 119 inches! A great big trunk!

A glorious ride! Made possible by the Airtflow principle of springing and weight distribution. En-

hanced by independently sprung front wheels... Amola steel springs... Aero Hydraulic Shock Absorbers!

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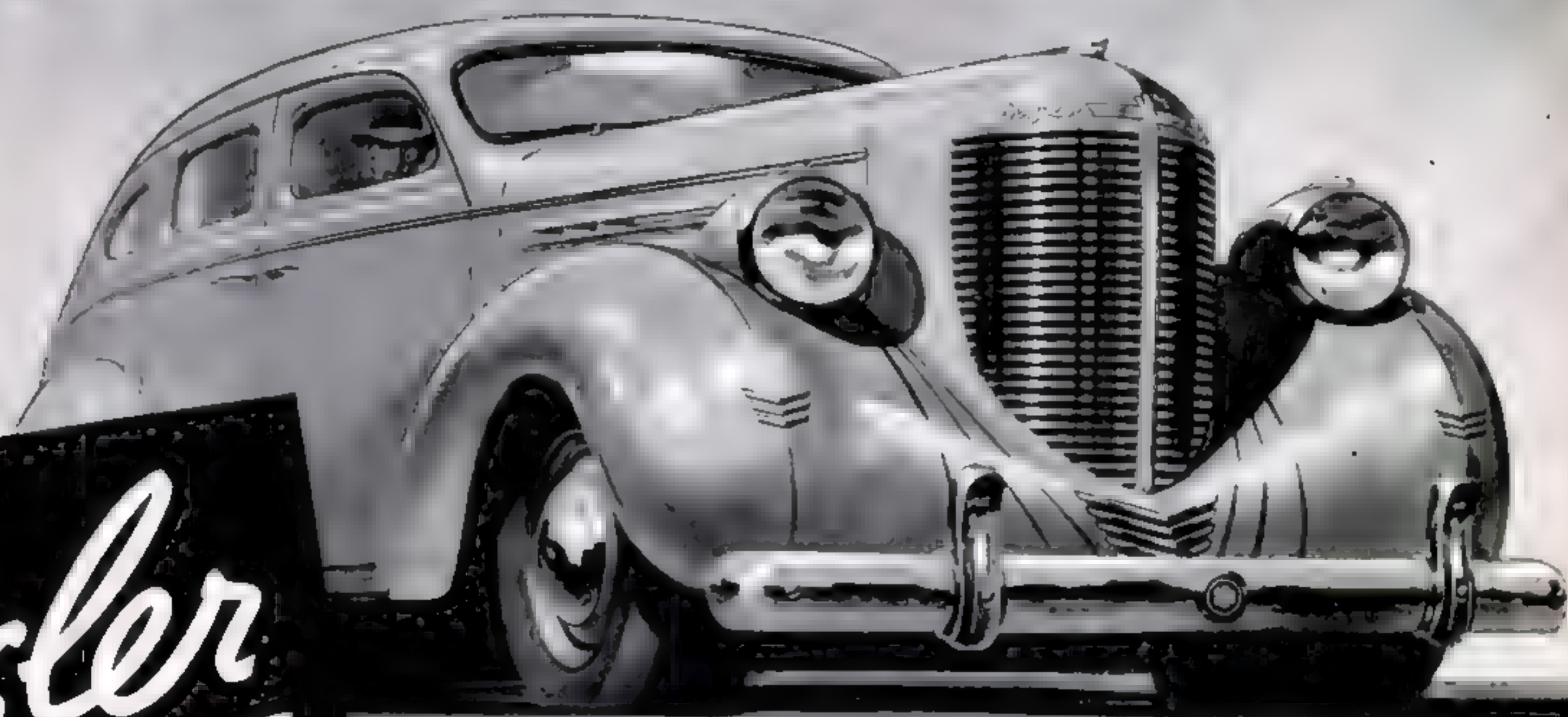
Chrysler's finest workmanship! Higher standards of precision... extra manufacturing operations to assure reliability and long life.

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Beauties!



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1938**

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A THRILLING, high-powered beauty... that's the 1938 Chrysler Imperial!

Under that big, commanding hood is a new, bigger, engine... with 110 horsepower... and a split-second response! Floating Power removes every trace of vibration and effort... dual carburetion releases a flood of power with hair-trigger action and remarkable economy.

The low-swung beauty that comes from sheer length and size! Wheelbase increased to 125 inches... for the roominess of true fine-car luxury.

Add to the long wheelbase, the Airflow principles of springing and weight distribution, and you have the secret of the magnificent

Imperial ride. The front wheels are independently sprung... the Aero Hydraulic Shock Absorbers operate like the landing mechanism of a plane.

Every appointment in superb good taste! Broad, deep, chair-high seats... a striking color harmony in every detail from the smart new instrument panel to the magnificent deep-sprung upholstery.

Chrysler's top-ranking engineering of course! Safety *All-Steel Bodies*... hydraulic brakes... hypoid rear axles to give broad, level tonneau floors... steering and gear-shifting perfection that makes this big, powerful car a joy to handle.

Get behind the wheel of this

power-packed beauty. You'll call it the number one performer of the year... you'll marvel at its exceedingly moderate price.

See the new Imperial at your Chrysler dealer's... headquarters for courteous attention and superior service.

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MOVIE OF THE WEEK:

It's Love I'm After

Leslie Howard's career as a comedian, which got off to a good start in *Stand-In* (LIFE, Nov. 1) advances famously in *It's Love I'm After*. This Warner Bros. farce opens with the death scene of *Romeo and Juliet*. Mr. Howard, who played the scene straight with Norma Shearer only a year ago, this time expertly burlesques it with Bette Davis, carrying on a private feud between the lines and biting his Juliet's ear when she leans over to kiss him.

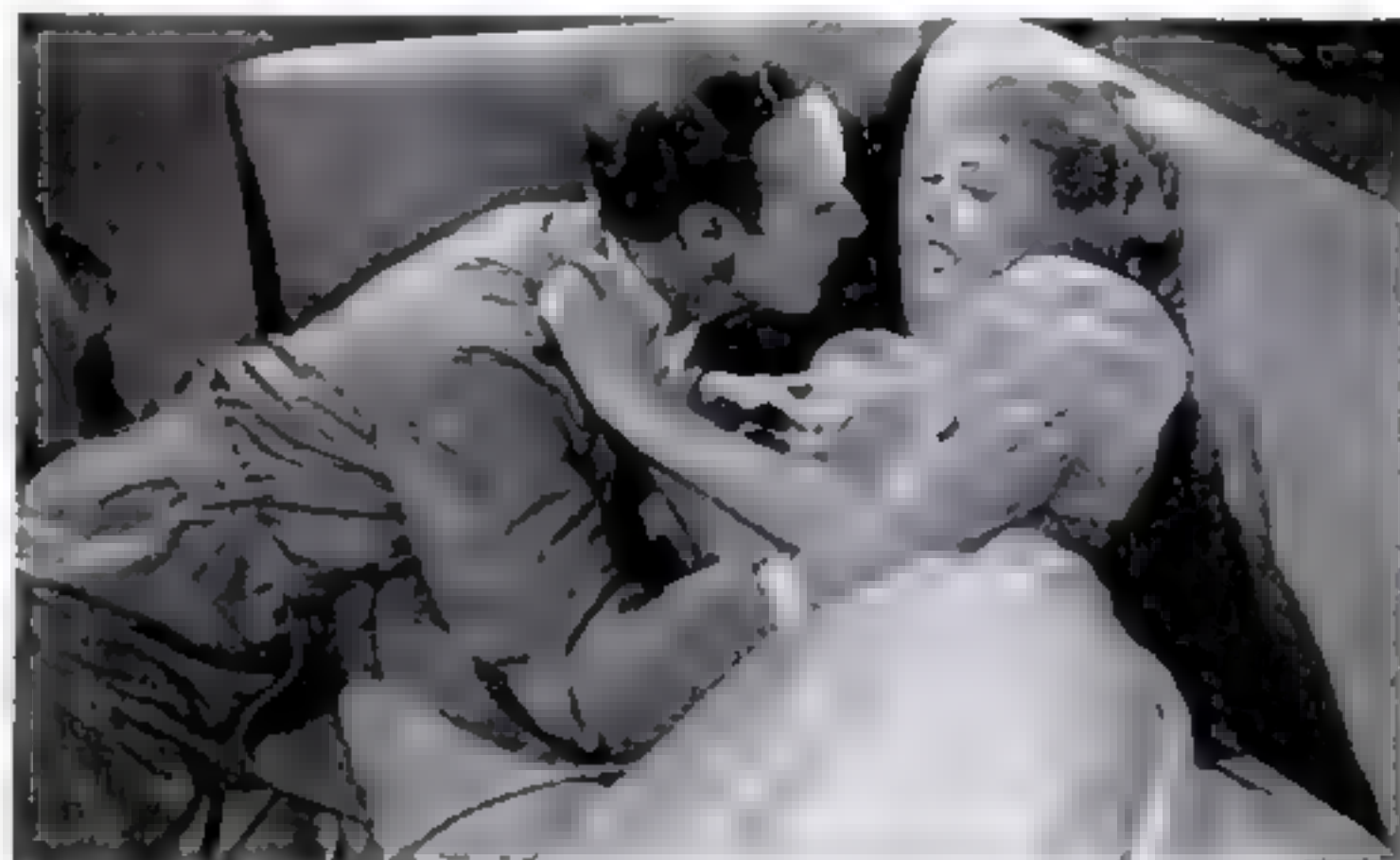
It's Love I'm After, as these pictures indicate, contains a lot of loving. The most violent of it is done by Olivia de Havilland, a young heiress who becomes infatuated with Mr. Howard, the great actor. For the sake of her distraught fiancé, Actor Howard goes to her home, resolved to cure her infatuation by proving himself a cad. His efforts fail but their gaiety has been ensured by Screenwriter Casey Robinson, who contributes some of the season's funniest lines.



1 Olivia de Havilland fairly melts with rapture as, with father and fiancé, she watches Mr. Howard's Romeo.



2 Leslie Howard and Bette Davis intersperse the *Romeo and Juliet* death scene with a quarrel. He is muttering: "Get away from my face. The audience can't see me."



3 They make up. Moment later this scene is interrupted by a knock. Obeying dramatic instinct, both start violently. Cries Actor Howard, automatically: "Your husband!"



4 Resolved to make himself appear a cad, Actor Howard goes to the rapturous heiress' home. At breakfast he

rudely demands a kipper. When it arrives he dangles it distastefully by the tail, startles the family by quoting

from *The Taming of The Shrew*: "'Tis burnt, and so is all the meat. What dogs are these! Where is the rascal cook?"



5 In the garden Heiress de Havilland goes after love in a big way. "Now, now," cautions her hero, "this is just a chemical reaction. Your thingummies are all upset."



6 In a final effort to be a cad, Actor Howard sneaks into Olivia's bedroom, locks the door and leers. "Now, my pretty!" "What are you doing?" asks Olivia brightly.



7 "None," Actor Howard replies to Olivia, "call it the fate worse than death." With a squeal of delight, she throws her arms around him. "Oh, Basil, how wonderful!"



8 Olivia's fiancé, rushing in to save her from Actor Howard, finds her ecstatic: "If ever there was nobility, I've seen it. Here I was, weak as water. But he was strong!"



9 Not until she hears of Howard's plot to make himself out a cad does Olivia finally believe he is one. Howard and Miss Davis ready to be married, fall into a spot.

THE CAMERA OVERSEAS: SOVIET RUSSIA TRIES THE REVOLUTIONARY IDEA OF A SECRET ELECTION AND

Proudly Soviet Russia releases the pictures on these pages of preparations for the first real election ever held in Soviet Russia. The date will be Dec. 12. Every sane Russian over 18 who is not a criminal, may then cast a secret ballot, the first in Russia since 1912. He will vote for a representative to the borough soviet (legislature), city or village soviet, district soviet, provincial soviet, autonomous area soviet, republic soviet and one each to the upper and lower soviets of the entire U. S. S. R. Altogether 24,000,000 city folk and 76,000,000 country folk will elect about 2,000,000 Russians to jobs that have relatively no executive significance under Stalin. But their moral significance will be colossal.

As everyone in democratic countries knows, a 60% victory in a really free and secret election is a "landslide." But the 1,800,000 Communists in Russia will smell treason in anything less than a 99% victory. They are therefore busily "teaching" non-Party members to "vote right" on Dec. 12. Nominations are not necessarily secret but the new, year-old Constitution ("Most Democratic in the World") permits any legally registered organization to nominate a candidate. Communists angrily deny that this permits some 30,000 religious societies to nominate candidates. For often the smart, hard-working village priest, who may be an artisan by day, is far more popular than the local Communist agent.



GERMAN RUSSIANS IN THE CRIMEAN SOVIET SOCIALIST REPUBLIC LISTEN TO THE COLLECTIVE FARM TEACHER (WHITE SHIRT) EXPLAIN ELECTION LAW



"Typical polling place" is the way Moscow advertises this spic-&-span hall with potted flowers and wicker porch furniture. The carefully drawn curtains before the polling booths (at right) are visible proof that Russia means to make the Dec. 12 election "secret"



Electioneering at the L. M. Kaganovich Ball Bearing Works in Moscow by Chief Engineer Edelstein (on rostrum). This plant of 25,000 workers already has 600 "election clubs" for instruction and discussion of the election under the leadership of right-thinking Communists.

PLANS FOR A 99% COMMUNIST VICTORY



Red Army soldier (above right) tells fierce mountained Moslem nomads of the Kirghiz republic in southwestern Asia. Law to vote, Dec. 12. Double Kirghiz women descended from Turks, obediently hold copies of the election law. In background, the Tian Shan mountains.



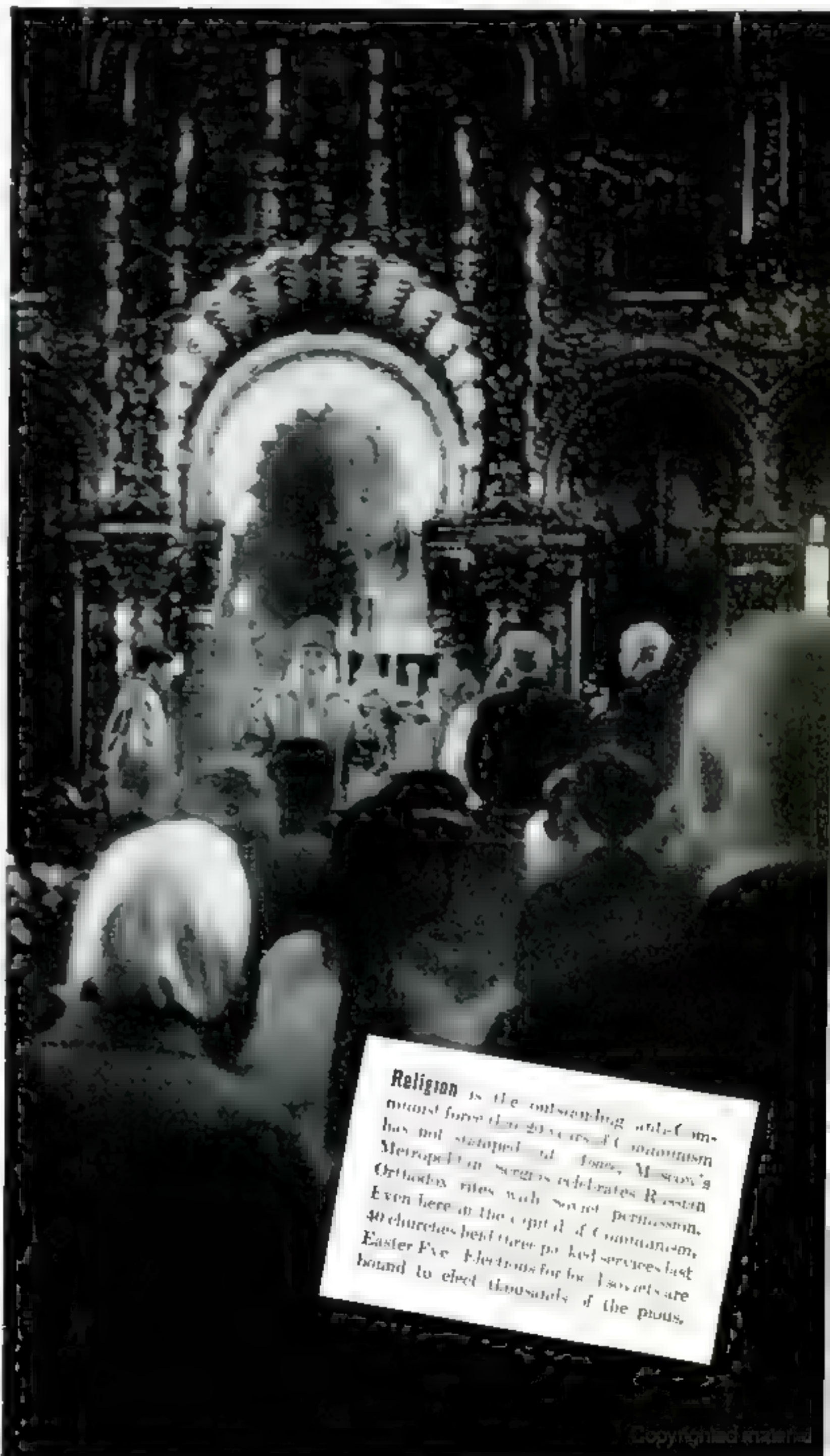
A schoolgirl, Rosa Kukanova (centre) reads the election law to illiterate old Buddhist Mongols of the Kalmyck republic on the Caspian. The secret ballot, pride of democracies, is forbidden by Leninist Communist doctrine which calls for a courageous show of hands.



The Soviet Navy (above) and Army have the right to vote, unlike most nations' armed forces, because they are far more likely to "vote right" than the poor peasants. Right now the election is endangered by a pencil and paper shortage throughout the Soviet Union.



Milkmaids of the Karl Marx Collective Farm of the Kabardin-Balkar republic in the Caucasus mountains get the vote Dec. 12. They will mark their ballots by crossing out names of candidates they do not want. Absolute majorities and run-off elections are required.



Religion is the outstanding anti-Communist force after 20 years of Communism. It has not stopped at all. Moscow's Metropolitan Sergius celebrates Russian Orthodox rites with Soviet permission. Even here in the capital of Communism, 40 churches held three pastoral services last Easter Eve. Elections for the Soviets are bound to elect thousands of the pious.

THE CAMERA OVERSEAS: JAPAN SENDS ITS MOST DISTINGUISHED TALKERS TO "EXPLAIN"

The Japanese on this page landed in San Francisco Oct. 27 to explain the war with China to the world. They were met at the pier by a screaming mob of anti-Japanese, organized by the C.I.O.'s Maritime Federation of the Pacific (*below*).

The U. S. explainer, the man at upper right, is Shingoro Takaishi, editor of the great Tokyo *Nichi Nichi* and Osaka *Mainichi*. In ten days of explaining he proved himself Japan's best apologist to appear thus far. Said he Nov. 2 on the radio: "Some Americans seem actually to think that the Japanese are fiends of brutish impulses. I am amazed that such notions should ever occur to any person with a sane mind. . . . The spread of anti-Japanese sentiment is due to a curious over-estimation by

some Americans of Japan's military power." Finally, he based his entire case on the unarguable assertion that "a small island-nation like Japan cannot possibly maintain her existence in the face of a hostile people on the neighboring continent."

Behind these feeble words lies the fact that responsible Japanese did not want the war. Before the outbreak July 7, Japanese businessmen and politicians had persuaded the Government that Chinese businessmen were willing to work 50-50 with Japan in developing China, providing Japanese soldiers retired north of the Great Wall. Younger Japanese Army officers in North China, their income in smuggling and opium graft endangered, precipitated the July 7 "incident" and the war was on.



A two-hour boo was given Japanese apologists arriving at San Francisco on the N. Y. K. *Tatsuta Maru* by 600 anti-Japanese, of whom about a third were Chinese. The five

Japanese kept out of sight until 50 San Francisco policemen had clubbed off the mob. Sponsor of the show was the District Council of the Maritime Federation of the Pacific.



Japanese apologist to the U. S. is Shingoro Takaishi, newspaper editor, an excellent psychologist whose propaganda is to the effect that Japan is not an inhuman villain.



Apologist to Britain will be Hitoshi Ashida, progressive politician, president of the Japan Times and Mail, who once protested the Army's dragging Japan into the "abyss."



Apologist to Italy will be Baron Kishichiro Okura, head of half a dozen great Japanese industries. Said he, "We will not tolerate intervention" [by the Brussels Conference].



Apologist to Britain will be Kojiro Matsukata, 72, and still black-haired, jovial Yaleman, aristocratic, liberal businessman, onetime president of great Kawasaki dockyards.



Trading floor of Tokyo's Stock Exchange has been largely paralyzed since the war with China began. Naturally these business leaders want to show a firm market to impress

foreigners. Business on the Exchange has dropped from a daily 600,000 shares to a low of 33,000, prices remaining about the same. On wall (left) is the quotation board.



The totalizer boy (above) squats behind the quotation dials seen also in the photograph at left. As the quotations rise and fall, he revolves the cylinders to show the price.



Stock-exchange clerks behave in the same frantic and desperate way in every country. These youths in the Tokyo Stock Exchange are telephoning the latest quotations to the totalizer boy (top, right), who will immediately revise the figures on the quotation dials.



Traders in the boxes watch through opera glasses. Notice that they include one woman. Government-controlled industry in Japan has made such a good impression abroad that Japanese 6½% bonds, having dropped from 100¼ to 87½, are now back to 75. The yen is rising.



President of the Tokyo Stock Exchange is able Nakaji Kajiwara, 66, onetime governor of Hypother Bank, who started as salesman in Manchuria during the Russo-Japanese War.



Tokyo's Stock Exchange was founded in 1878, has a special room where tired brokers relax by arranging flowers. Not an open trading market, it is controlled by 15 families.

The Tokyo Stock Exchange tries to help pay for the China War

The stockbrokers of Tokyo's great Stock Exchange, shown on this page, are key men in Japan's ability to pay for a prolonged war on the Asiatic mainland. Japan's factories are nearly self-sufficient at producing finished goods, both for war and for sale. But Japan's earth lacks raw iron, petroleum, tin, lead, zinc, nickel, aluminum and a dozen other war necessities. These must be imported from foreign countries, mainly the British Dominions, the Dutch East Indies, the U. S., Manchukuo and China. (However, even a world boycott of Japan could not stop Japan's military machine. That is exclusively the job of the Chinese armies.)

To pay for raw materials Japan now has \$350,000,000 worth of gold and is mining \$36,000,000 in new gold every year. The flow of gold out of Japan began last March for the first time in five years. Japan would like to pay for the war with loans from such rich foreign nations as the U. S. and Britain (friendly Italy and Germany have no cash) but Japanese credit is now low in New York and London.

THE CAMERA OVERSEAS: HOW 40,000,000 ITALIANS ARE MADE TO THINK ALIKE



The secret of Italian Fascism is a simple little wall-newspaper *abbi*—sole news source for the overwhelming majority of Italy's 40,000,000 citizens. It is the *Notizie da Roma* (News from Rome). Once a week it is printed to the number of all the Italian towns, villages, hamlets and crossroads and mailed out. It is posted on a bulletin board or on a blank

wall. Peasants and villagers read it who would not otherwise see a newspaper from year to year. Thus what it says is the poor Italian's picture of the world as it runs. To any unimaginable doubter he says, "But it comes right from Rome, don't you see there?" It is written nearly in words of one syllable and always in thoughts of one syllable. In the issue shown,

for July 18, an Italian "worker" in Spain writes that the "Reds" of Valencia advance in the bulletins but "it is we who advance over the land." The illustrations contrast massacred Rebel and happy Italian children. A speech by Generalissimo Franco is quoted, declaring his intention to save Spain from frightful Bolshevism and make it like Italy and Germany.

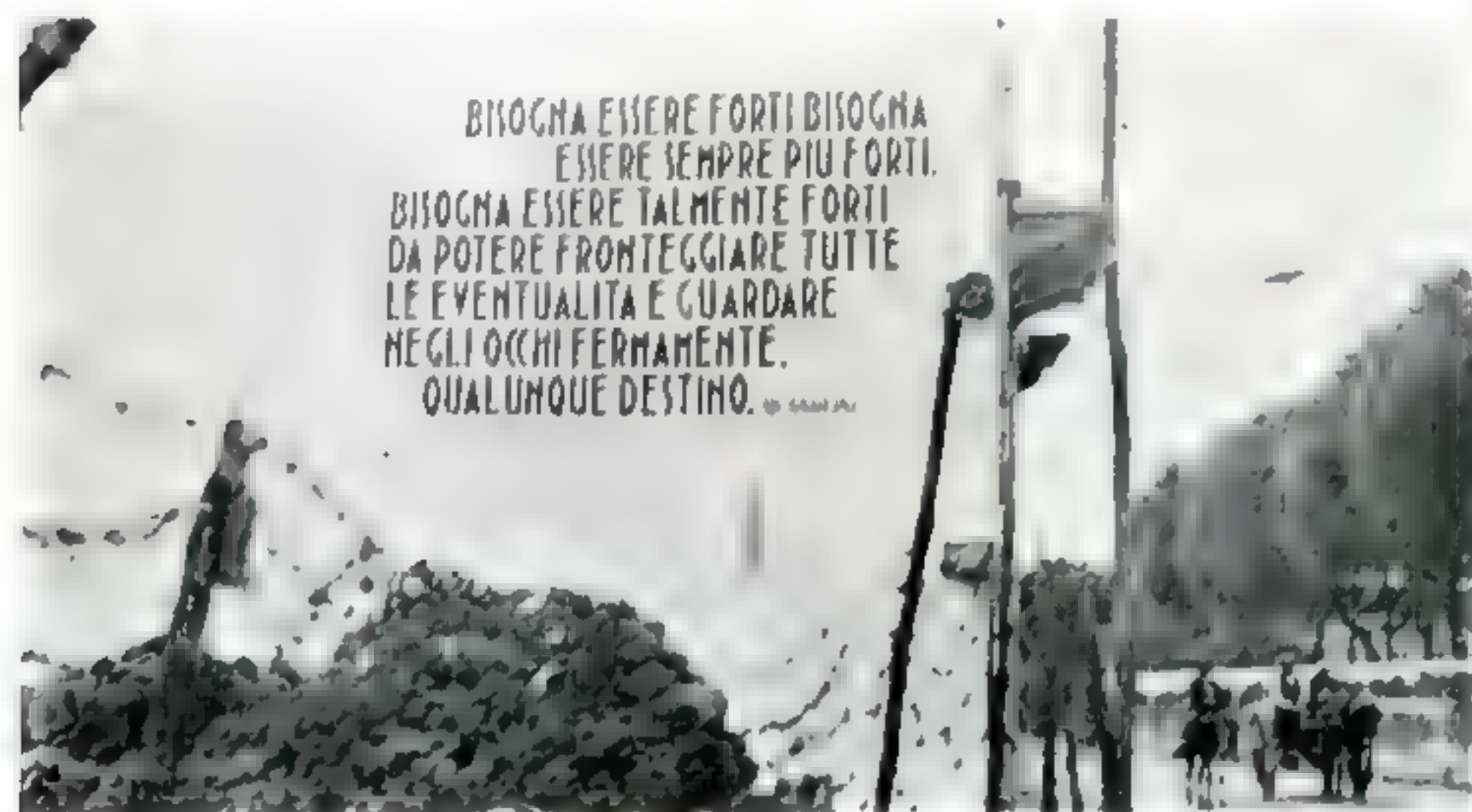
The words of Mussolini stare from walls, piers, ruins the length of Italy to tell the grown children (as Mussolini considers Italians) how to feel and think. Parents generally give their children advice in the form of orders and the Italian papa in Rome keeps his best remarks perpetually before his people. As can be seen in the translations under each picture, his orders are singularly combative. Usually they are signed "Mussolini" but even when not signed nobody is in any doubt as to whose they are.

One of the pet mottoes of Italian Fascism is "Many enemies, much honor." On this concept that it is positively good not to get along with one's neighbors hangs a great deal of Italy's future under Fascism. Actually Mussolini has a peevish, loving contempt for his Italians. When he took power in 1922, he considered them lazy, cowardly, dishonorable, lying and treacherous and it was partly to cure them of these fancied qualities that he dedicated his life. He has certainly changed them.

In Rome's San Lorenzo workers' quarter, which put up the stiffest fight against the Fascists in 1922, the workers spontaneously scrawled on the walls today such legends as "Long Live Fascist Spain" and "The English are pigs." It is hardly possible to hold them responsible for such conclusions, as adults in a democracy might be held responsible. For the way Italians get their facts, see opposite page.



Peasant's stone wall, along an Italian highway, says in Italian, "Peace depends upon our armed forces." The statement does not need Mussolini's signature underneath.



Sorrento pier (below) says, "We are Mediterraneans and our destiny has always been and will ever be on the sea." Sorrento is on a cape pointed toward British Gibraltar.

"We must be strong (above), we must be ever stronger, we must be so strong that we will be able to face any eventuality and be able to face eye to eye what Destiny may bring."



"Believe, obey, fight," is by far the most popular of Mussolini quotations in Italy. Italians believe what they read (see opposite page), obey these mottoes and get to fight.



THE CAMERA OVERSEAS: A BRITISH PATRIOT WELCOMES THE DUKE OF KENT TO WALES



This magnificent sight was seen by the Duke of Kent, Oct. 20, along the road his car took in South Wales. It was a similar trip to poverty-stricken South Wales last November by Edward VIII that embarrassed the British Government and led to Edward's abdication. As Edward's favor-

ite brother, Kent took the assignment this year and made a point of visiting places where the Government is trying to help workless Welsh miners. This old lady turned out to show her loyalty to the British Crown. On her coat she pinned (from left to right) the 1914-15 Star, the British

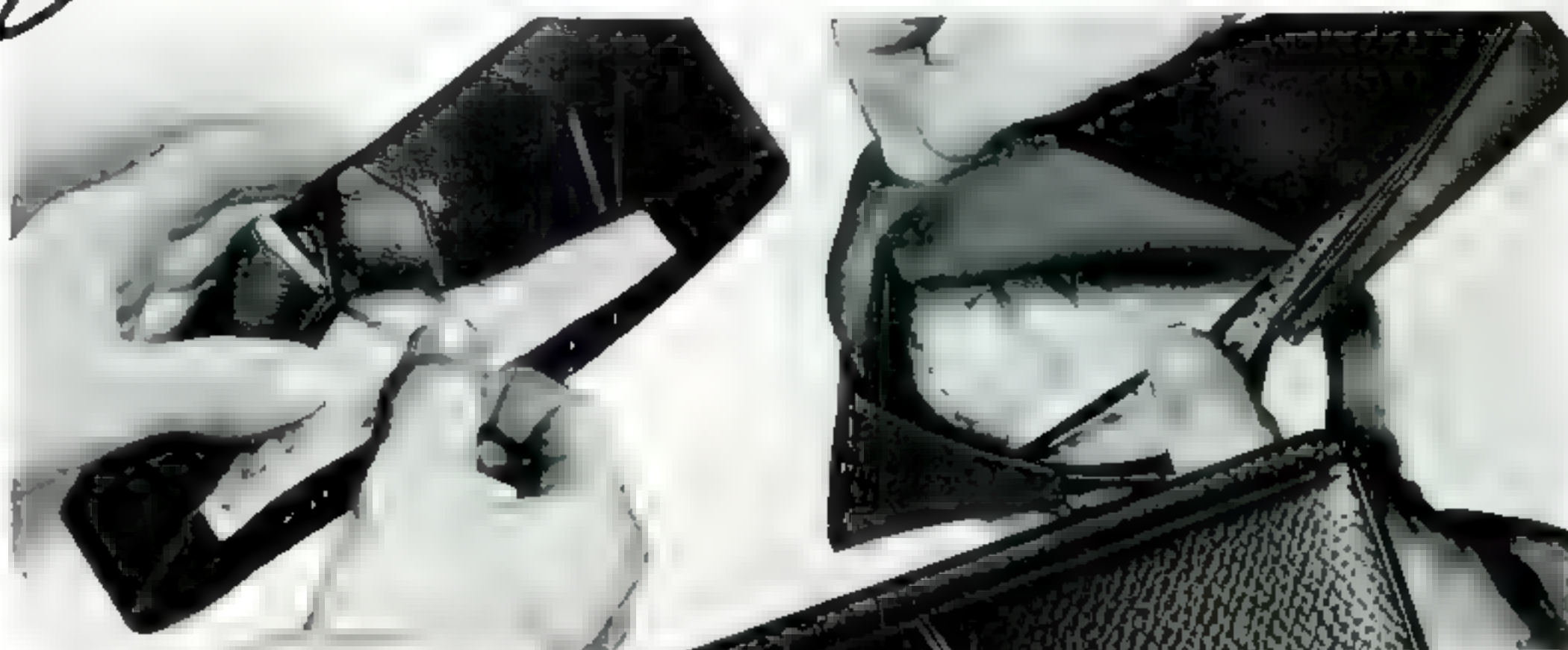
War Medal, the Victory Medal and a George VI Coronation Medal. The badge on her collar is probably the regimental badge of the man whose decorations she inherited. Unknowingly she pinned the flag across her middle upside down, which on land or sea is a signal of distress.

Wonderful!

JUST WHAT I'VE ALWAYS WANTED!

—SAY THOUSANDS ABOUT THIS NEW SECRET POCKET 8-FEATURE BILLFOLD

... a place to keep large bills out of sight—small bills instantly available (see illustrations to the right). A real man's billfold, plain-tailored of finest top grain leathers; no gadgets; holds plenty without bulging. Never before a billfold with such convenience and protection features.



CARRY DUPLICATE KEYS
To your car and home. The concealed key pocket and y in the case be locked out. Keys can't fall out. easy to remove when you want them.

SLIDING CARD POCKET

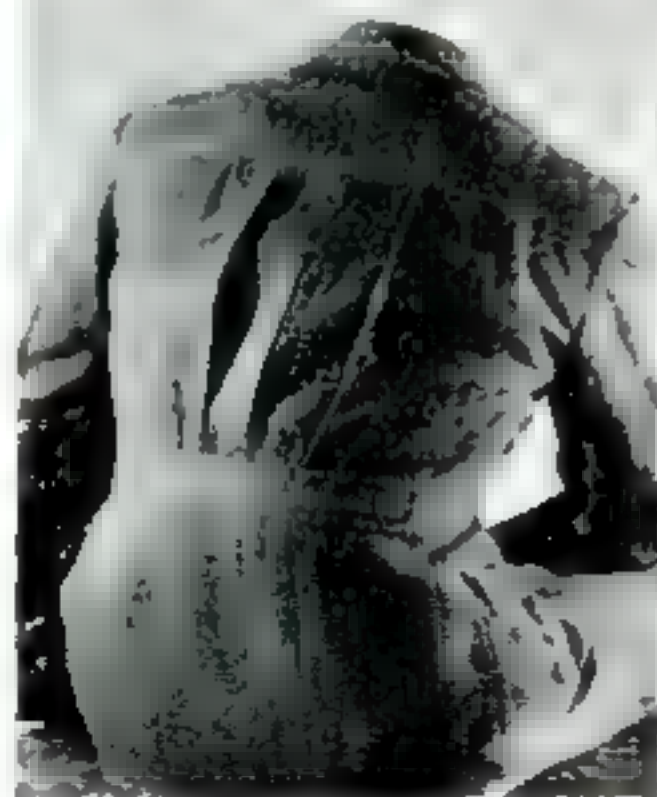
Easy pull on convenient tab brings cards instantly and individually into view. Various cards identified and protected by different-colored transparent cases.



OLD STYLE—BULKY
Thick, cumbersome, bulges in the pocket



NEW "DIRECTOR"—THIN
Sliding slot and other construction features prevent bulging pockets



1 Secret Pocket for large bills. 2 Concealed Pocket for duplicate keys. 3 Free Registration service for your protection in case of loss. 4 Branded with the name of the genuine leathers of which they are made. 5 Sliding Card Pocket—brings cards instantly into view. 6 Card File—cards identified by colored celluloid envelopes. 7 Sliding Stay—prevents billfolds from closing when filled. 8 Edges Turned and stitched for longer wear.

All "Director" billfolds expertly tailored of finest top grain leathers and modestly priced according to kind of leather. No. 604, black or brown goat, \$3.50. No. 605, black or brown English mottos, \$4.00. No. 610, brown calf with ostrich, \$7.50.

See it today at your dealer's. If he can't supply you, order from AMITY LEATHER PRODUCTS CO., WEST BEND, WIS., manufacturers of **AMITY** and **Ralph** fine leather products.

Also see the new patented Amity Removable Black Key Knobs—safe convenient way to carry keys. Keys may be removed individually without danger of others falling out. Available individually at \$1.00 up—or in matched sets.



CHRISTMAS TOYMAKERS TURN TO SCIENCE & INDUSTRY FOR NEW IDEAS

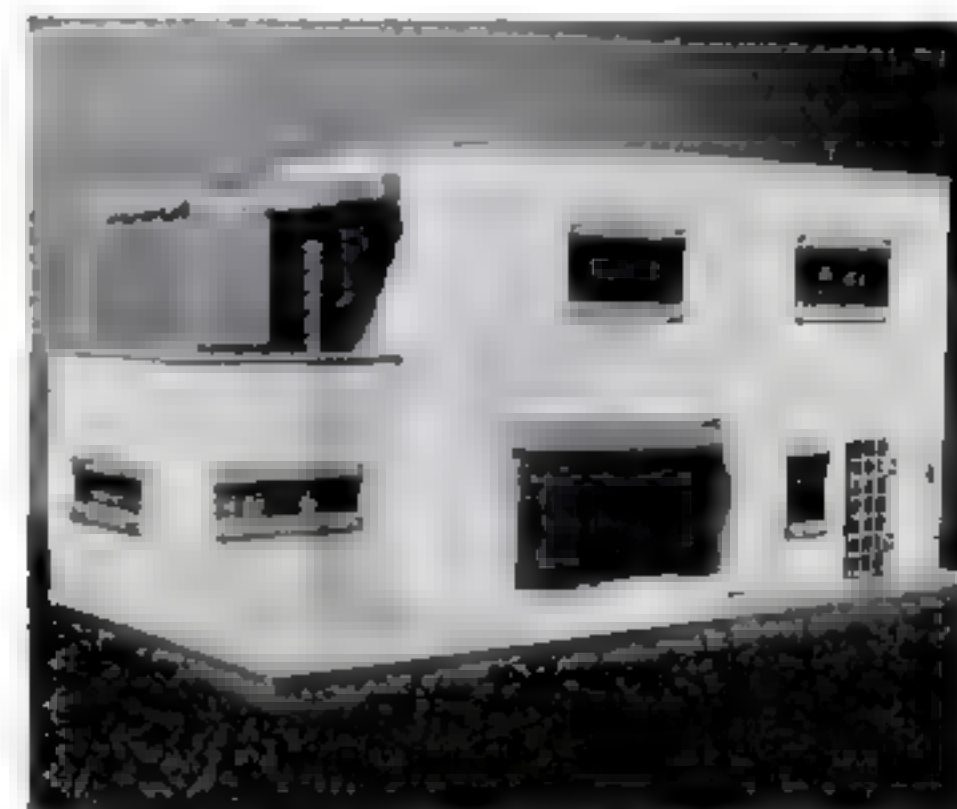


Trailers of all sizes promise to be as popular in the toy world this year as they were in the adult automobile

world last year. The trailer (above), big enough to ride in, is typical of a score of models available, costs \$14.95

At the preview of new Christmas toys held in New York from Oct. 25 to Nov. 1, there was no trace of the stuffed rocking horses of the Age of Innocence or the fairy princesses of Grimm and Andersen. The industrial revolution has definitely caught up with the toy world. Supreme among the new toys are miniature replicas of streamlined automobiles and busses, spacious trailers, television radios and telephones, four-motored airplanes, WPA road-construction sets, "functional" dolls that live in modern houses. For their inspiration, toy manufacturers now turn to the world of industry and science, the comic strip, the movies and radio. The sensation of the toy world this year is a \$10 miniature of the saucy radio dummy, Charlie McCarthy.

About \$230,000,000, the highest figure in seven years, will be spent by the U. S. public this year for toys, predicts James L. Fri, managing director of the Toy Manufacturers of the U. S. War toys, popular abroad, will account for less than 1% of the total. With American children, games based on crime-solving, business and sports outnumber military strategy 1,000 to 1. The American dolls wear party frocks and rompers. Foreign dolls wear uniforms.



"Malibu" Doll House, appropriate abode for popular movie dolls. Note modern flat roof, upper deck, glass windows.



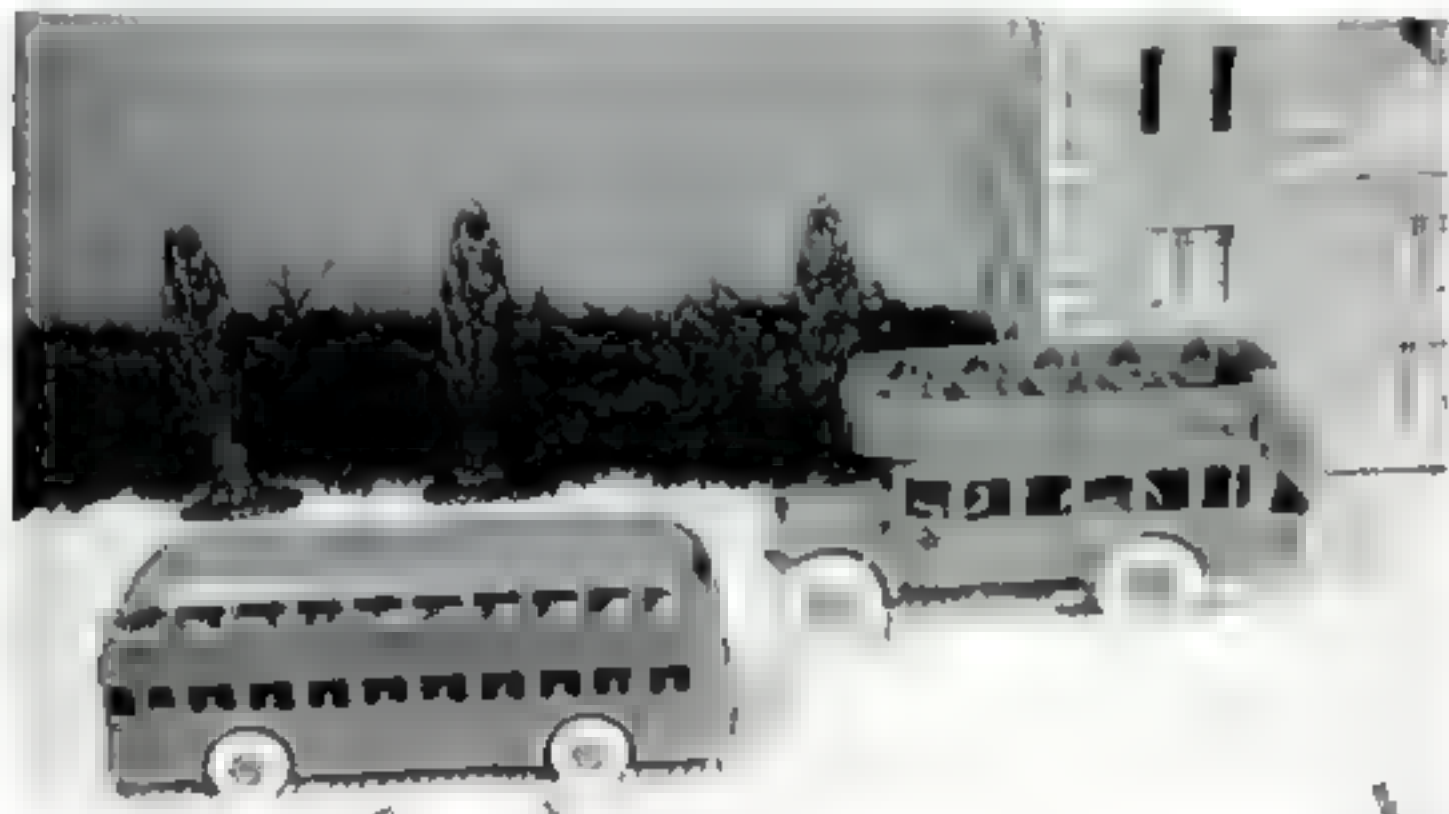
The China Clipper, an eight-inch miniature of the real plane, is a 1937 addition to the toy airplane squadron. Toy

airplanes closely follow the development of real planes, become outmoded almost as quickly. Famous flights make

good models for toys. Outstanding among airplane successes was the model of Lindbergh's *Spirit of St. Louis*.



Cord Automobile (above) is only an eight-inch 79¢ metal toy, but it's an exact model of the original. Many auto manufacturers lend toymakers blueprints of their new models.



Streamlined busses sold badly last year because few real ones were in use. As many cities now have new busses, the modern toy ones (left) will outsell the old ones (right).



WPA road construction gangs make their debut as toys this year. Set includes picks, shovels, trucks, "Men Working" signs. Men (above) are made from plaster-casting sets.

FOR STEPPING OUT

SUPPORTING the "stag-line" trousers at LIFE'S smartest parties are Pioneer Braces, specially styled for formal wear. They're correct to the last detail whether the event is dinner, dance or two-on-the-aisle. Many new styles at \$1—others \$1.50 and up at all good stores.

PIONEER

BRACES • GARTERS • BELTS • BUCKLES

Philadelphia

DEPENDABLE QUALITY
CORRECT STYLE
SINCE 1877

DANGER
SLEET
SNOW
FROST
MIST

Avoid Accidents—
Keep windshield clear with

K-M
AUTO FAN & DEFROSTER

from
The K-M Family Circle

\$3.95

At Last! Free vision for winter driving—with amazing new streamlined K-M Auto Fan! Not a sputter cleaner—its wide distribution of warm air keeps entire windshield clear. Ventilates car in summer, too. Quickly, easily installed. Complete with ample cord and attachment clips.

Flexible rubber blades—absolutely SAFE! Quiet. Handy on-and-off switch. Non-glare finish. Uses minimum current. For all-year safety and comfort, look for the K-M wherever accessories are sold.

K-M Electric Speed Drill, a handy, powerful, dependable drill for only \$9.95

KNAPP-MONARCH CO., St. Louis, Mo.

X-ER-VAC
ALTERNATE VACUUM & PRESSURE TREATMENTS

•THE SCIENTIFIC WAY TO STIMULATE HAIR GROWTH...REVITALIZE FALLING, LIFELESS HAIR

*Licensed for use under the methods of André A. Croisy, 211 E. 1st St., Cincinnati, Ohio, and according to U.S. Patent No. 2,055,281. All other patents pending.

• XERVAC alternate vacuum and pressure treatments for baldness, and falling or lifeless hair are now available at your favorite barber or beauty shop. If you wish to purchase an XERVAC for home use, see your local Crosley radio and refrigerator dealer, or write direct to

THE CROSLY RADIO CORPORATION
Dept. 117-L
Cincinnati, Ohio

Copyright 1937, The C. R. Corp.



*Fifteen Years Old
and frankly for
the Elect*

Only in limited quantities is this choice cognac available. Yet those select few whose critical judgment recognizes the finest will find the price of Monnet's pleasingly popular.

86 PROOF

MONNET
COGNAC

Finest French Brandy

Your Guide to  Good Liquors

NATIONAL DISTILLERS PRODUCTS CORPORATION SHAW IMPORT DIVISION, NEW YORK

*Two Gifts
in one!*

...THIS NEW **Action FIT**
SPORT-BLOUSE... IN A
HANDSOME UTILITY BOX

A sportsman's dream come true... this **ALBERT RICHARD ARGONAUT** Body of dark brown, smooth capeskin with "star" rayon lining. Zephyr rayon sleeves, top collar and bottom of warm knit worsted. Four knit trim pockets. Talon fastener. A genuine "Coat of the Stars" with **Talon-Fit**, ALBERT RICHARD's exclusive styling for smartness plus athletic freedom! An all-purpose, all-season outer garment. Packed in handsome, polished wood utility box with partitions for ties, handkerchiefs and other accessories.

FEATURED BY LEADING STORES \$20.00
COMPLETE WITH BOX

If your store doesn't have the ARGONAUT, mail check or money order to us direct and we'll see that you're supplied promptly. Be sure to state your size. ALBERT RICHARD CO., Dept. L-2, Milwaukee, Wis.

★ Ask to see the new ALBERT RICHARD leather and woolen coats at your favorite store. Be sure you get a genuine ALBERT RICHARD for only ALBERT RICHARD. The "Coat of the Stars" has **Talon-Fit**. Models from \$9.95 up; also many styles for boys.

DEALERS—write for catalog

ALBERT RICHARD
Sportswear
THE COAT OF THE STARS

Private Lives



Joseph W. Harriman, former president of the Harriman National Bank who was paroled from the penitentiary in 1936 after serving 25 months for misappropriating the bank's funds, is getting \$25 a week and commission as an automobile salesman on Long Island. Local automobile dealers call the 70-year-old one-time banker "a corking good salesman."



Voloria Brooks, known as Princess Balda in Sarawak where her father, Sir Charles Vyner de Windt Brooke, is a "white rajah" ruling over 800,000 Borneo natives, won parental disapproval by planning to marry Bob Gregory, a wrestler who claims a European middleweight title. Threatened with a loss of her allowance, 21-year-old Miss Brooke seemed worried.



Lucille Pugh, Manhattan female lawyer who has handled many an important divorce case, got a bitter taste of the law herself when Justice Keyes Winter not only refused to sanction her appeal from a \$750 judgment but sentenced her to a \$250 fine and ten days in the workhouse for contempt of court. He claimed Miss Pugh had accused him of malice.



Mrs. Ellen Jones, 59, after 37 years of married life in Tennessee, sued her 84-year-old husband William for divorce, charging cruelty and naming a youthful correspondent. Blaming all of the trouble on his daughter Alpha, Mr. Jones said "I'll go back if Alpha'll leave me alone." Agreeing to a reconciliation, Mrs. Jones announced: "I still love him."



Mrs. Mary Kirk Raffray, who is currently divorcing her husband, Jacques, in Reno, is expected to marry Ernest Simpson (right) whose former wife is now Duchess of Windsor. A schoolgirl friend of the latter in Baltimore, Mrs. Raffray met Mr. Simpson 13 years ago, impressed him with her "perfectly marvelous disposition," her "love of historical lore."



Ernest A. Simpson may well be losing his title as the world's No. 1 ex-husband. Noncommittal about Mrs. Raffray on his arrival in New York from England, he said he had come to confer with associates about a bid for the purchase of the *Lemathan*. Refusing to discuss his former wife, he mollified reporters by saying "When do we get a drink?"

CONTINUED ON PAGE 124

THERE'S NOTHING SADDER
 THAN a pretty leg IN A
 Wrinkled Stocking

BELLE-SHARMEER
 STOCKINGS ARE MADE TO FIT
 in your Width, in your Length,
 in your Foot Size

Why oh why let wrinkled, twisted stockings blight your legs when it's so easy to be sure of perfect fit. At least it is with *Belle-Sharmeer* Stockings! Every inch of them is individually sized for your kind of legs... not merely graduated in length, but also exactly proportioned in width from top to toe. The result is *leg size* perfection for small and tall, middling and plump. And *Belle-Sharmeer*s wear better, too. No yanked-up or doubled-over tops to start garter runs... no wrinkles to attract snags! Exclusive with one fine store in each community. Write for the name of the one nearest you. Belle-Sharmeer Division, Wayne Knitting Mills, Fort Wayne, Ind.

COPYRIGHT 1937 BY WAYNE KNITTING MILLS

The Foot Size HAS A NUMBER

The Leg Size HAS A NAME

BREV. for smalls DUCHESS . . . for talls
 ACUTE . . . for middlings CLASSIC . . for plumps

Belle-Sharmeer
 STOCKINGS
in all leg sizes



"ACID INDIGESTION" GOES FAST

WHEN YOU ALKALIZE EXCESS STOMACH ACIDS WITH "PHILLIPS"



WITH "acid indigestion" it stands to reason that the longer it goes, the worse it gets — and the harder it is to alkalize. Therefore, act at the first sign of distress.

If you would relieve and "head off" nausea, "upset stomach," heartburn, gas, the thing to do is alkalize immediately.

Try this quick-acting way: take two Phillips' Milk of Magnesia tablets—or two teaspoons of the liquid which have the same alkalizing effect.

Almost at once you feel "acid indigestion" curbed. "Acid headaches," acid breath, pains from acid indigestion — all are given

SIGNS OF ACID INDIGESTION
 Pain after eating Feeling of Weakness
 Indigestion Sleeplessness
 Nausea Mouth Acidity
 Loss of Appetite Sour Stomach
 Frequent Headaches

amazingly fast relief. You feel like a different person.

When you're going out carry your alkalizer with you—always—in tablets. They taste like peppermint. They cost 25¢ for 30. When you buy insist on Genuine Phillips'.

NOW IN TABLET FORM

Each tiny tablet is the equivalent of a teaspoonful of genuine Phillips' Milk of Magnesia.



PHILLIPS' Milk of Magnesia

Private Lives (continued)



Helton V. Noyes, New York State's Commissioner of Agriculture, spends many an hour rehearsing on the flute which he will play in Albany Symphony Orchestra concerts this winter. Son of the late John Humphrey Noyes who founded New York's communal Oneida Community, Mr. Noyes is also adept on the cornet, saxophone and slide trombone.



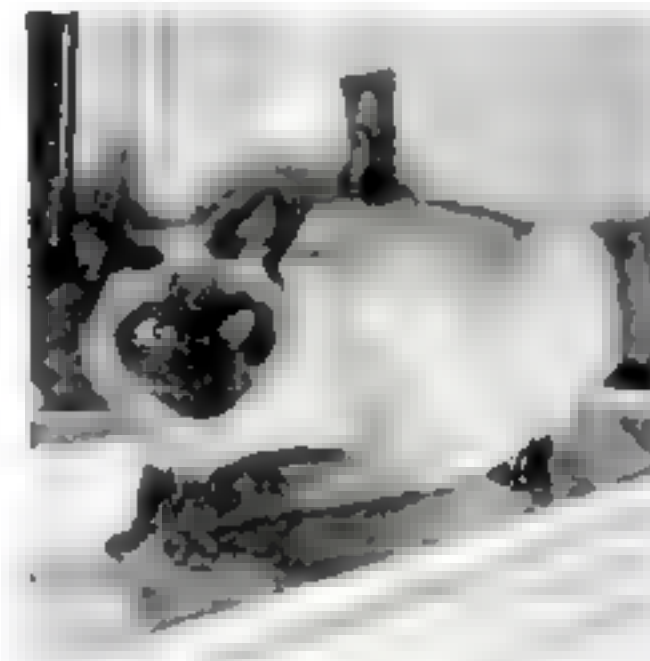
Helen Blakeslee of Manhattan is suing her neurologist husband, Dr. George A. Blakeslee, for divorce, charging the latter hadn't spoken to her for seven years. Dr. Blakeslee says it was Mrs. Blakeslee who took the initiative in their seven years' silence. Trouble in the Blakeslee family started over a dispute about daughter's use of lipstick in 1930.



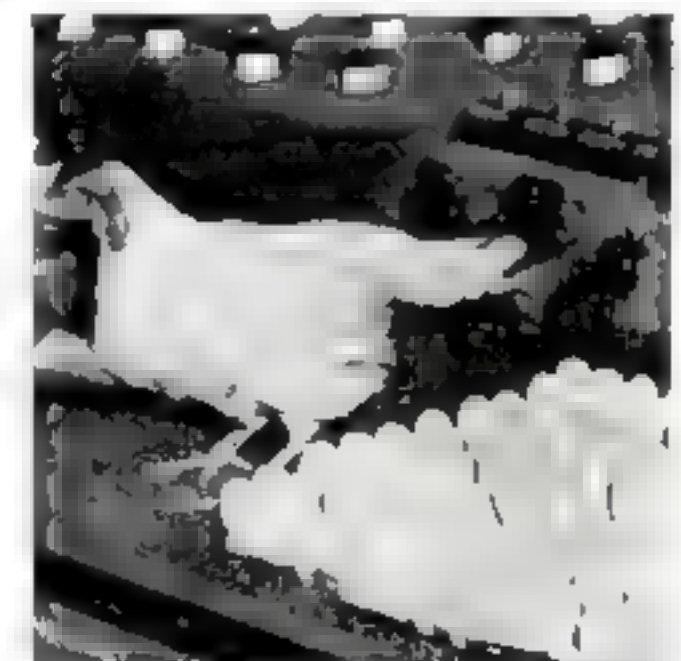
Mary Lee Williams of Missouri, orphaned nearly 20 years ago at the age of two, was adopted by Mr. and Mrs. Ben Williams of Chilhowee whose name she took and who brought her up as their real daughter. Recently she secretly married Ben Ipock (right), adopted son of Mr. and Mrs. Sid Yocum, learned from her foster mother the groom was her brother.



Ben Ipock was as distressed as Mary Williams (left) at learning he had married his sister. Going to a local judge who said it was the strangest story he had ever heard, they had the marriage annulled. A hired man on the farm of his sister's adopted family, Ben is continuing to live there with his sister who announced: "I'm happy with my brother."



Prince Rahula, pedigree Siamese cat which a Bar Harbor cat breeder is sending to Mrs. G. Latham of Panama City, is on the high seas as sole occupant of an A-deck stateroom and bath on the Panama Pacific liner *Virginia*. Prince Rahula wanted an inside stateroom, but because the *Virginia* has none, is occupying an outside cabin with sealed windows.



"**Lady Bountiful II**" is the highly appropriate name of this hen which at the Poultry Show in New York was crowned Hen of the Year after laying 324 eggs in 51 weeks. Judged by number of eggs laid, appearance and pedigree, Lady Bountiful scored 86.26% out of a possible 100%. Her powers are inherited from her mother who laid 697 eggs in 5 years.

SMOKERS WANT 3 THINGS



**"Tongue-Bite" removed—
pipes kept cooler—Milder,
Smoother Smoke. That's
Edgeworth's promise**

WHAT happens in fine wines
happens in tobacco—aging
mellows and enhances flavor.

That is the principle of Edgeworth's exclusive method known as Process-Aging... a method as vital to these fine tobaccos as aging is to fine wines. Process-Aging requires twelve steps, each under constant control. It takes 4 to 7 times longer in the factory than might seem necessary. But that's how we guarantee that Edgeworth will not bite the tongue.

And Process-Aging helps hold natural moisture in tobacco. Thus pipes are kept cooler—excessive hot, dry smoke is virtually done away with. Poke your finger in the tin and feel that extra moisture.

If Edgeworth is not the finest pipe tobacco you ever smoked or if it bites your tongue, your money will be cheerfully refunded.

NOTE: There are three kinds of Edgeworth for you to choose from:

- 1—Edgeworth Ready-Rubbed—a cool, long-burning tobacco cut for pipes only.
- 2—Edgeworth Jr.—the same tobacco also "Process-Aged", but matched to the mildness of your favorite cigarette and cut for both pipes and cigarettes.
- 3 Edgeworth Plug Slice—1 Fits your vest pocket 2. Compactly pressed 3. Ideal for outdoor smoking.
- 4 Crumble to your choice of cut

**EDGEWORTH AND
EDGEWORTH JR.**
*Smoking
Tobaccos*



Two exclusive Portis
features
SWANSBACK FINISH
repe's moisture



PROTEIN and silk insert
stops perspiration stains

ESCORT "Just what I've been looking for!
A hat that's smart for business and dressy
enough for semi-formal wear I like the
crown and the smooth roll of the brim
Looks O. K. for me!"

RIGHT YOU ARE! You'll be proud of your
Escort... It's the Homburg style-scoop of \$5
the season by Portis... See your Hatter.

**HAND FASHIONED
HATS by PORTIS**
PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO

*I turned
inquiring Reporter*

**before I invested my
money in a new dictionary**



**here is
what I discovered:**

My librarian said, "Many dictionaries are called 'Webster' but the only genuine Webster is THE MERRIAM-WEBSTER, identified by the circular trademark on the cover." A college president told me: "For a century, each MERRIAM-WEBSTER in its day has been the 'Supreme Authority' It is the standard of schools and colleges; State Supreme Courts; professional and business offices everywhere." A newspaper editor said: "It contains thousands of encyclopedic articles amazingly rich

in practical and culture information. It is a library of knowledge in one volume." And my bookseller said: "It's 20 years newer than any comparable dictionary; it records the vast historical changes and scientific progress of recent years."

The New Merriam Webster, WEBSTER'S NEW INTERNATIONAL DICTIONARY, Second Edition, contains 600,000 entries, 12,000 terms illustrated, 3,350 pages. See it at your book-dealer's. Write for free illustrated booklet "The New Merriam Webster. What It Will Do For You." G. & C. MERRIAM CO., 829 Broadway, Springfield, Mass.

**WEBSTER'S NEW INTERNATIONAL
DICTIONARY . . . Second Edition**



**We've just
replaced all
the lamps in
our home with
Westinghouse
Mazda Lamps.
They stay
bright.**



Mazda Lamps
MADE BY
Westinghouse
*The name that means
everything in electricity*

Odd Facts of Old Boston.



FREE 1000 MINIA-
TURE REPRODUCTIONS
10 HIGH OF OLD SPIN-
NING WHEEL THAT
ACTUALLY WORKS FOR
1000 BEST LETTERS ON
"WHY OLD MR BOSTON
FINE LIQUORS REFLECT
THE QUALITY TRADI-
TIONS OF OLD BOSTON
OLD MR BOSTON, DEPT. L 11
BOSTON, MASS.

This offer good until Dec. 12
but not good in stores where
such offers are prohibited



Shoemakers Become "Cordwainers"

In the great parade in honor of President Washington's visit to Boston, the various trades, each with its trade banner, marched in alphabetical order — bakers, boat-builders, clock makers, etc. The shoemakers jumped from tail position near to the head simply by using the ancient name for their craft — "cordwainers."



The First Hot Dogs

It was some years before stoves were installed in town meeting halls. Women used to take hot potatoes to serve as hand-warmers, and men brought dogs as foot-warmers for which there was a charge of sixpence per dog.



Just 100 Years Ago

Stage drivers in Old Boston also did shopping for the women along their stagecoach routes. One old driver's specialty was bonnets. He boasted that in years of bonnet buying he'd never bought two alike, which made him popular, as all women can understand.

Old Mr. Boston, Inc.



**307 YEARS HAVE
CHANGED MANY
THINGS IN OLD BOSTON BUT
NOT THE OLD-TIME VIRTUES
OF HONEST CRAFTSMANSHIP
NO CABINETMAKER OR
SILVERSMITH OF OLD BOSTON
WAS EVER MORE PROUD
OF HIS CRAFT THAN THE
EXPERTS WHO GUARD THE
QUALITY OF OLD MR. BOSTON
STRAIGHT WHISKEY . . .
BUY A BOTTLE TONIGHT.**

**Old
MR. BOSTON**
BRAND
**100 PROOF STRAIGHT
WHISKEY**
RYE OR BOURBON
TWO YEARS OLD

Ben Burk, Inc., Boston, Mass.

NEGRO DUDE RANCH OPENS IN CALIFORNIA

World's Heavyweight Champion is a guest there



Joe Louis, heavyweight champion, spent much of his time at Murray's ranch sprawled thus, chatting with Publisher Leon Washington Jr. of Los Angeles Sentinel.



Mrs. Leila O. Murray, wife of the ranch operator, created ranch atmosphere with a ten-gallon hat, also acted as camp photographer. Here she is operating her Brownie

Just opened near Victorville, Calif., 70 miles from Los Angeles, was Murray's Overall Dude Ranch, whose clientele is restricted to Negroes. Already popular with Los Angeles theatrical folk, the ranch was overcrowded one recent week end with 50 guests, among them World's Heavyweight Champion Joe Louis. Overall Ranch owns four horses, no cattle.



After Sunday breakfast of fried chicken and rice, guests frolicked in the pool (below). Dorothy Baker, owner of a Los Angeles hotel, was content to sit and watch.



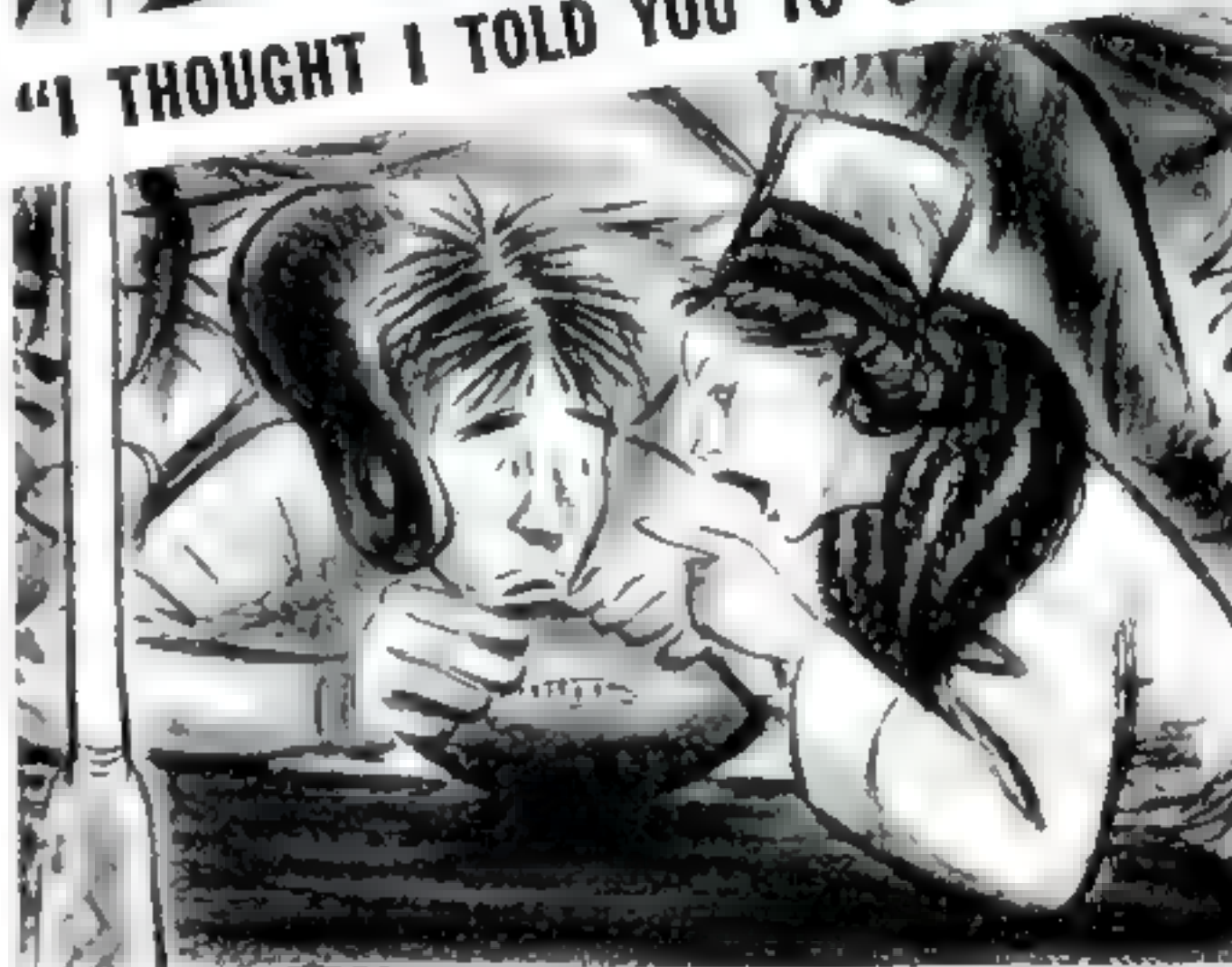
The swimming pool in back of the ranch house was the scene of most of the fun. At left are Mabel Turner and Jewell Bostie, night-club entertainers. Few guests tried to ride a horse though many were in riding clothes.



To oblige the photographer, Joe Louis mounted a horse while Nona Ben Murray, ranch operator, guided the animal. At the horse. Perhaps of the heavy-weight champion's questionable riding form, joked, Louis climbed down, said he didn't want his picture taken.



"I THOUGHT I TOLD YOU TO USE KREML"



IT isn't every man can wow the ladies by being a football hero—

—but there's good news plenty and to hoot for every Yankee Doodle dandy who wants his sweetheart or his wife to look up to his eyes and not look down on a seedy-looking head of hair.

For Kreml is down in price—Kreml—that enemy of falling hair and itchy dandruff—that mellow, not-greasy tonic that makes your hair stay as you comb it, yet doesn't stick it down like a window dummy's.

Ask your druggist for Kreml. When your barber, or beauty parlor, asks, "What do you want on your head?" say, "Kreml, to be sure."

And there's Kreml Shampoo, too, for all the family. It's made from an 80% olive oil base—billows with a cleansing, purifying lather—rinses out in a wink—leaves the scalp and hair fresh, clean, invigorated.

KREML



**REMOVES DANDRUFF—CHECKS FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE**

Superb

is the word for

OLD QUAKER



There are vast reserves of OLD QUAKER being held for aging. You can always depend on a brand that is dependable for uniform palatability and superb quality. Ask for OLD QUAKER by name.

full 90 proof..
full measure

ALWAYS THE SAME
RICH, MILD FLAVOR. THIS
WHISKEY IS 2 YEARS OLD



You don't have to be rich to enjoy richer

OLD QUAKER

BRAND

STRAIGHT WHISKEY
AVAILABLE IN BOURBON OR RYE
STORED IN TEMPERATURE CONTROLLED WAREHOUSES

Copyright 1937, The Old Quaker Co., Lawrenceburg, Indiana

LIFE'S PICTURES



For this issue Arthur Griffin (above) took the pictures of Harvard's Anthropologist E. A. Hooton on pages 95-98 and those of the Brookline Country Club's "Jumpy Race" on pages 122-23. Photographer Griffin was born in the textile town of Lawrence, Mass. in 1901. Five years ago, while on a bicycle tour of Europe, Griffin bought a camera—the first he'd ever owned—to photograph scenes he didn't have time to sketch. Before long he discovered that the lens was more lucrative than the pen, went to work as photographer for the Boston Globe. His contributions to LIFE include pictures of Herbert Hoover crusading for the G. O. P. in Boston and Rhode Island, insurance at the Naffagansett race track (LIFE Nov. 9).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

- 14—PETER STACPOLE UNIVERSITY OF MICHIGAN ALBION NEWS HERALD
- 15—PETER STACPOLE PETER STACPOLE (2), JACK WARNER JR. PETER STACPOLE, JACK WARNER JR. (2)
- 17—BUREAU OF THE NEW YORK TIMES STUDIO
- 23—A. P. THE NEW YORK TIMES STUDIO
- 24—A. P. W. W. 2 ACME—INT. NEW YORK DAILY NEWS (2) INT. ACME (4)
- 25—NEW YORK DAILY NEWS
- 26—A. P.
- 27—W. W. A. P. (2) RALPH ANDERSON—DEMOCRAT & CHRONICLE
- 28—A. P. INT. (2) MURIEL MANNING—ROBERT POLLACK PETER STACPOLE
- 29—THOMAS D. MCGLOTHLIN—ACME—INT., W. W. HERRICK
- 30—PETER STACPOLE CARL M. MIDANS
- 31—32—CARL M. MIDANS
- 33—HURST BRISTOL
- 34—VICTOR DE PALMA from D. & C. C. C. C. C. INT.
- 35—ANNAS CITY STAR
- 36—37—PETER STACPOLE
- 38—THOMAS D. MCGLOTHLIN INT. HAYPOX
- 39—SAMUEL GOLDWYN INT. (2) F. B. FRIED MYNDRE KRON FOR KRO and CO. H. ERNEST & BATHURST FOR KRO
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- 41—PAUL DORNEY
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- 43—44—FERNAND BUCHER
- 45—VICTOR DE PALMA from D. & C. THOMAS D. MCGLOTHLIN
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- 48—WILLIAM VANDIVERT
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- 50—51—WILLIAM VANDIVERT
- 52—53—PETER STACPOLE
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- 55—56—W. W. A. P. HENRY M. LEITER
- 57—W. W.
- 58—KINGSTADT—FIX, CULVER SERVICE—2nd from top CULVER SERVICE KINGSTADT—FIX
- 72—KINGSTADT—FIX (2) COR. JIMMY HOPMANN
- 74—COR. KINGSTADT—FIX
- 79—NO. 1 OUTING SPERRY PRODUCTS, INC.
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- 108—F. L.
- 110—111—KARGER-FIX
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- 114—W. W. INT. A. P. W. W. A. P. W. W.
- 116—117—PAUL DORNEY
- 122—123—ARTHUR GRIFFIN
- 124—126—CHARTER TWOBY LUMBER CO.

ABBREVIATIONS: BOT. BOTTOM; CEN. CENTRE; EXC. EXCEPT; LT. LEFT; RT. RIGHT; T. TOP; A. P. ASSOCIATED PRESS; B. B. BAKER; H. HARRIS & EWING; INT. INTERNATIONAL; F. L. PICTURES INC.; W. W. WIDE WORLD.

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cough drop medicated with

Throat
Soothing

Ingredients of Vicks VapoRub



Quick... Apply
CAMPHO-PHENIQUE
Soothing, stainless Campho-Phenique relieves the irritation of minor burns. Only 30¢ a bottle. At all druggists.

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CAMPHO-PHENIQUE CO. ST. LOUIS, MO.



A FARRIES GUARDESMAN LAMP will bring your lighting up to date and make evening easier! Guardsman design avoids eye-strain and fatigue, its illumination is bright, yet restful, with the texture of daylight. Enjoy Guardsman comfort today! (If your dealer cannot supply you please write us.)

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KROEHLER QUALITY

reflects the skill

OF KROEHLER CRAFTSMEN!

We wish that one of Kroehler's craftsmen could stand beside you when you look at a Kroehler suite. So that when you said, as you will say, "This looks like good furniture," he would say to you, "It is good furniture. I know . . . because I helped to make it good!"

Kroehler furniture, from frame to covering, is largely made by hand. And *what* hands! The hands of 3000 true craftsmen . . . hands of superior skill and experience . . . hands that deserve and get a wage that's well above the industry's average. That's why the kiln-dried hardwood frames of Kroehler furniture are good for a lifetime of wear; why the

cushions, filled with fine-wire spring units, will always retain their yielding softness; why the sanitary curled filling will never pack down. Extra skill is needed to build into this furniture the exclusive Kroehler non-sagging steel-webbed under-construction.

See Kroehler furniture before you buy. Learn for yourself why it remains the overwhelming furniture favorite year after year. You too will prefer it for its superb styling . . . luxurious comfort . . . its lasting durability. Ask about its famed 3-star construction. Compare its prices. Watch your newspaper for dealers' announcements.



Helen Chaplin has been an expert sewer for the company for 23 years. She is one of 225 women who prepare the covering fabrics for the upholstering department.

Fieret Harris, a skilled wood worker, shaping an intricate design on a sofa panel.



LOOK UNDER THE
CUSHIONS FOR THIS FAMOUS
GUIDE TO QUALITY



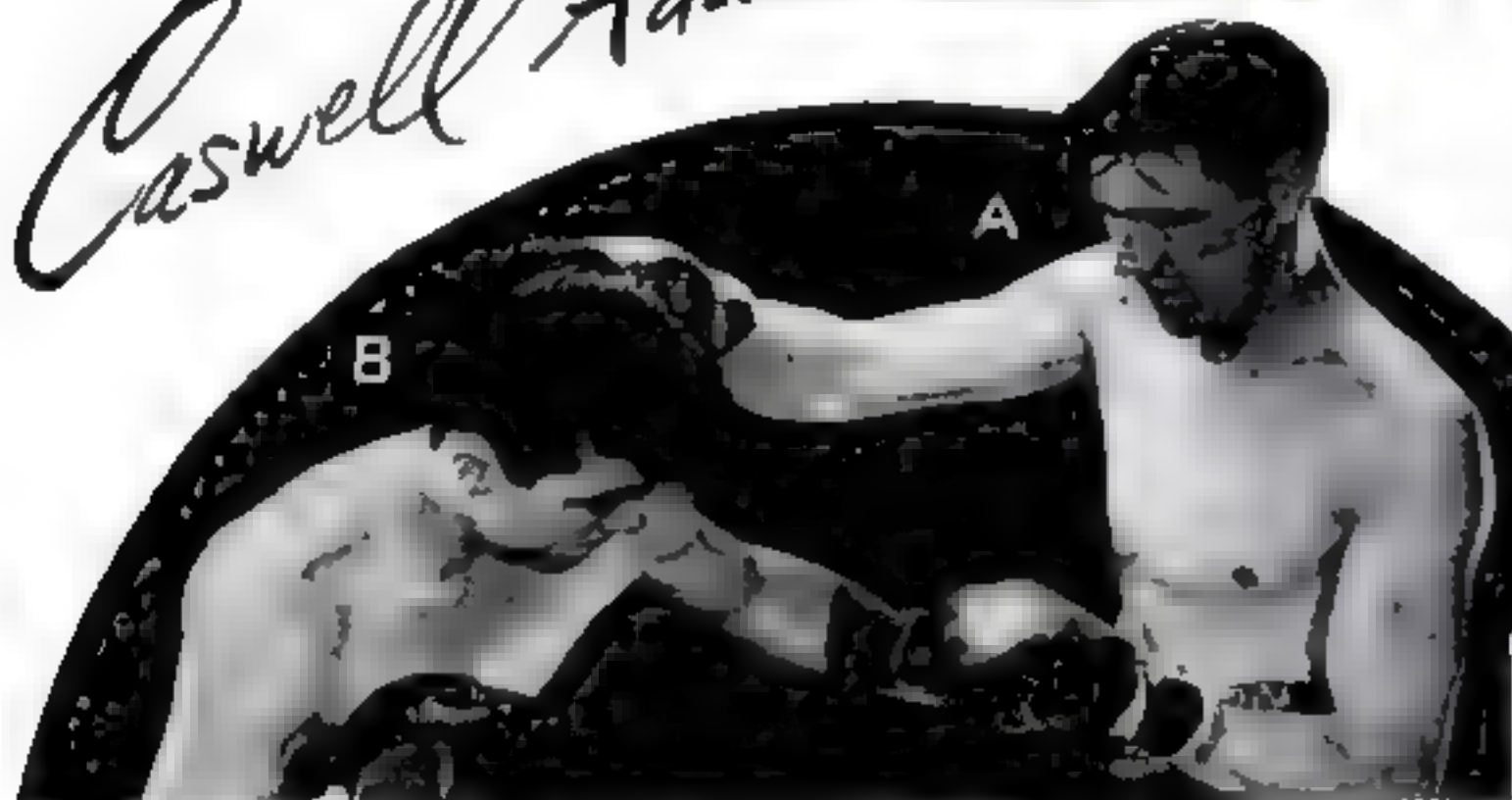
KROEHLER

WORLD'S LARGEST FURNITURE MANUFACTURER

Caswell Adams

WELL-KNOWN NEW YORK
SPORTS WRITER, TELLS YOU

HOW TO DOUBLE



Who is hurting whom? —Above, it looks as if fighter "A" is landing a hard right on the head of fighter "B." But the picture below, taken from the other side, tells a different story! "B" is turning his head slightly so that the blow glances off harmlessly. At the psychological moment, he delivers a punishing left to one of his opponent's most vital organs—the liver.

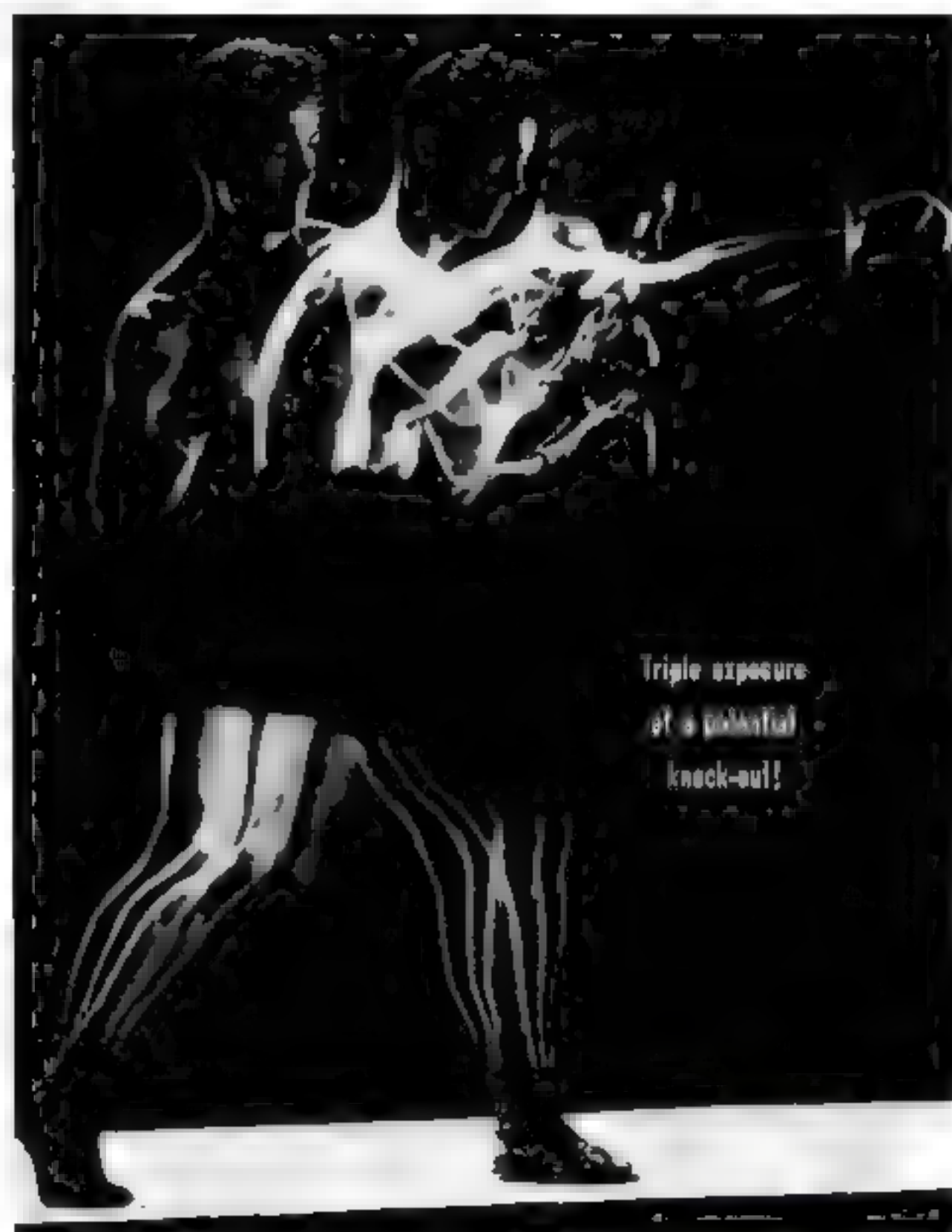


Watch the feet!—A good blow has to have a good foundation, and his legs and feet are a fighter's foundation. When he gets knocked off balance, he is in trouble and it takes fast footwork to "climb on his bicycle" and escape! When he begins to get heavy-footed, it's a sign he's beginning to weaken and the experts start looking for a knock-out. Wise fight fans know that nimble footwork is a sure tip-off to a clever boxer, so watch the feet as well as the fists!



"Come out fighting!" —Referee examines fighters' faces for forbidden grease and issues final instructions: "Keep your body blows up. When I order you to break from a clinch, stop hitting immediately. Shake hands now, because when that bell rings the customers want action!"

Action photographs taken exclusively for Hiram Walker by Gray-O'Reilly



Triple exposure
of a potential
knock-out!



Winter is locked out—Summer is locked in—in this \$10,000,000 distillery! And because Hiram Walker maintains this perfect whiskey-aging temperature (75°) the whole year round, TEN HIGH ripens just as fully in January as it does in June!

90 PROOF

FROM THE
WORLD'S LARGEST
DISTILLERY

Hiram Walker's

YOUR ENJOYMENT OF BOXING!



Rockabye Baby!—Look out for that right! Even fighter "B" is fooled by this one! To draw down his guard, "A" is feinting to the body with a left that looks threatening but that's really only a light blow. In the split-second that his opponent drops his arm to defend his body, fighter "A" is going to deliver a hard right-hand punch to the head that's very apt to sing a lullaby to fighter "B"



The Whiskey With "NO ROUGH EDGES" because it's Aged Winter and Summer for 2 Whole Years!

You be the referee! Try TEN HIGH—the whiskey with "No Rough Edges." See why the fans are hailing it as America's champion bourbon. And here's the secret of that super-smoothness that wins the taste-decision every time:

Formerly whiskey matured far more rapidly in summer than in winter. But Hiram Walker maintains perfect summer aging temperature (75°) the whole year round in TEN HIGH rackhouses.

Result: this rich, flavorful bourbon mellows every minute of every month for 2 long years!

Under a Dollar in most cities!

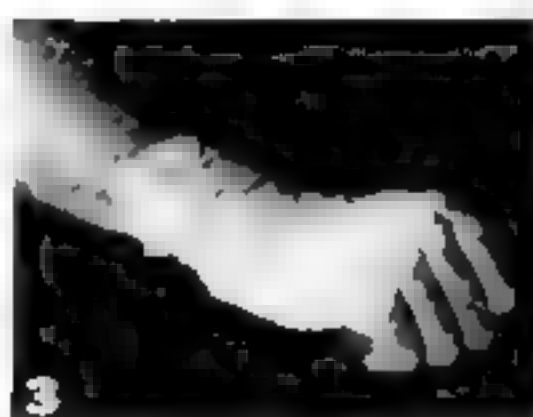
Try TEN HIGH tonight. Here's a really ripe whiskey at a really right price! ... Served at your favorite bar—sold at your favorite store... Hiram Walker & Sons, Peoria, Illinois; Walkerville, Ontario; Glasgow, Scotland.



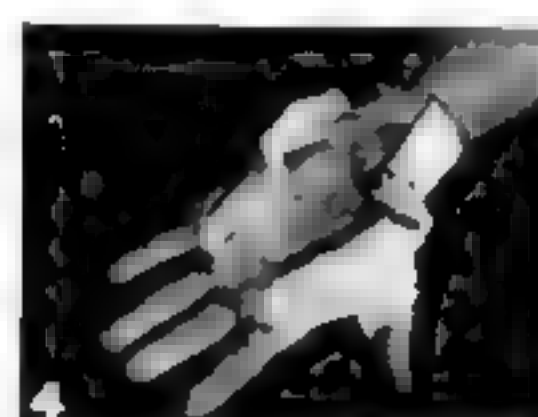
Only 36 inches! Regardless of the size of his hands, the boxing rules allow a fighter to use only 56" of tape to protect them.



It's an art to use the prescribed amount of tape so that the knuckles and small bones on the back of the hand are covered



Perfect! The bandage must not be too loose—yet never so tight that it stops circulation. (That's why veterans wrap their own!)



After the fight bandage is cut off and, unless the fighter has weak hands and an unusually heavy punch, not a bone is broken.

TEN HIGH

STRAIGHT BOURBON WHISKEY



This 1908 Fiat, which belongs to Vincent Astor, is piloted by Kirkland Gibson, in sideburts. Note the car's small circular windshield and chain drive.



This two-cylinder Renault, which was entered by Samuel Eliot in The Country Club's special class

for veteran cars, has as its passengers the Misses Nancy McNeil, Sue Carl and Virginia Lee Hyde.

Life Goes to a Party

At the Brookline Country Club where some young Boston socialites race in antique automobiles

The days when automobiling resulted in runaway horses, cries of pedestrian contempt, and litigation with enraged farmers whose livestock fled before the anything but stealthy approach of a De Dion-Bouton, were vividly recalled on Oct. 24 when some 2,000 members of the Brookline, Mass. 53-year-old Country Club and their guests gathered for an "automobile gymkhana" at which cars of ancient vintage vied for track honors. Obstacle races, tire-changing competitions and old-car parades were the order of the day for the contestants, many of whom had driven longish distances to the club the evening before. Young gentleman drivers bearing good socialite names and their lady companions turned up in

pioneering costumes suitable to the period they were evoking, in linen dusters, tucked-in trousers and voluminous veils.

Held under the joint auspices of the Brookline club, which is known simply as "The Country Club" and of the Automobile Racing Club of America, the affair produced a striking assortment of early Renaults, Benzes, Fiats, Fords, Cadillacs, Buicks, Pontiacs and Maxwells dating from 1900 on. Piloted by Boston worthies, most of whom were recent Harvard graduates, these relics of a more leisurely age were put through their paces to the tune of billows of exhaust smoke, fearful noise and occasional collapses. For some other jalopies still in use, turn page.



KIRKLAND GIBSON AND GEORGE WATERMAN JR. IN THEIR BENZ PASS A STALLED MAXWELL MANNED BY PAUL CADWELL AND RICHARD HEATH



Hitchhikers Mrs. C. Hartwell Chater and Miss Mary Chester Guild, in the veils and dusters reminiscent of the early 1900's, try their best to thumb a ride from police-escorted Theodore Colcord Baker, who has just rounded a nasty corner in his two-cylinder Ford.



For speeding at 4 m.p.h. Policeman Alan C. Bemis (Harvard '28) pulls in Kirkland Gibson and George Waterman who have been driving high, wide and handsome in their one-cylinder 1900 Benz. Note the bicycle (at the left) which Officer Bemis has discarded in his zeal.



Best method of starting this early 20th Century Fiat which once belonged to Vincent Astor is to push it. In 1911 this car, then still in the comparative flush of youth, set a record of an average speed of 74.45 m.p.h. over a 411-mile course at Savannah, Georgia.



"Got a horse?" was the hateful cry with which hostile pedestrians once greeted dilemmas like this all over the pioneering country. Sidney N. Shurchiff (Harvard '27), is at the wheel of this 28-year-old Ford. Note the brass radiator and the straight mudguards.



This 1904 two-cylinder Cadillac with heavily veiled and goggled passengers is a far cry from today's streamliners, but The Country Club (in background) looks just as it did in 1904. Founded in 1882, it has 1,000 members most of whom adorn Boston's Social Register.



Protection from dust and birds in the windshieldless days of early automobiling, goggles, veils and dusters were ransacked from Boston attics to make the automobile gymkhana properly nostalgic. *Left to right:* George Shurs, Miss Mary Guild, Mrs. C. Hartwell Chater.



Pioneers of the Sunshine Quest Find Health and Recreation in El Paso*



Years ago they came in covered wagons seeking gold . . . today it's golden winter sunshine, and they're finding it in lavish profusion—and with it daily golf, riding, polo, tennis, and other sports; new sights for snow-weary eyes: Carlsbad Caverns National Park, White Sands National Monument, the Rio Grande, Old Mexico—all at El Paso's doorstep. Join the throng this winter—come to El Paso's Sunshine!

El Paso
COUNTY, TEXAS
Winter week departure to
Rock Island, Santa Fe, So.
Pa. Y & P. Continental &
Amer. Airlines All-American
and Overland Bus Lines

* Average Daytime Temperature for Nov. 85.6°

El Paso Gateway Club, Room 14
Chamber of Commerce Building, El Paso, Texas
Send illustrated Sunshine Playground Booklet to

Name _____ Address _____
SHIPPING PLAYGROUND OF THE BORDER

DO AS DOCTORS DO When You Need A Laxative

This is what over 50,000 doctors have used and recommended for gentle, thorough action



WHEN you need a laxative, play SAFE and follow the method thousands of doctors use and recommend. For doctors, of all people, know what is best for constipation. Just listen to what they say about Pluto Water: Dr. F. D. M., of Missouri, writes: "I have used Pluto for about 12 years with wonderful results, and prescribe it regularly." Dr. G. J. H., of Illinois, says: "Pluto is always my favorite physic." Dr. T. C. C., of Texas, writes: "My family and I use Pluto, and I prescribe it regularly to my patients."

Easy To Take This New Way
Simply mix 1/5 of a glass of Pluto Water in 4/5 of a glass of water. You'll find this new mixture pleasant. There's no overnight waiting. No painful griping. You get quick yet gentle, thorough action.

So when you need a laxative, be sure—take Pluto Water. Your own doctor will tell you there is nothing better than this non-habit forming saline mineral water bottled at famous French Lick Springs, Indiana. Get Pluto Water from your druggist, and you'll feel worlds better quickly.



**PLUTO
WATER**

When Nature Won't—Pluto Will

THESE ANTIQUE CARS APPEAR IN THE MOVIES

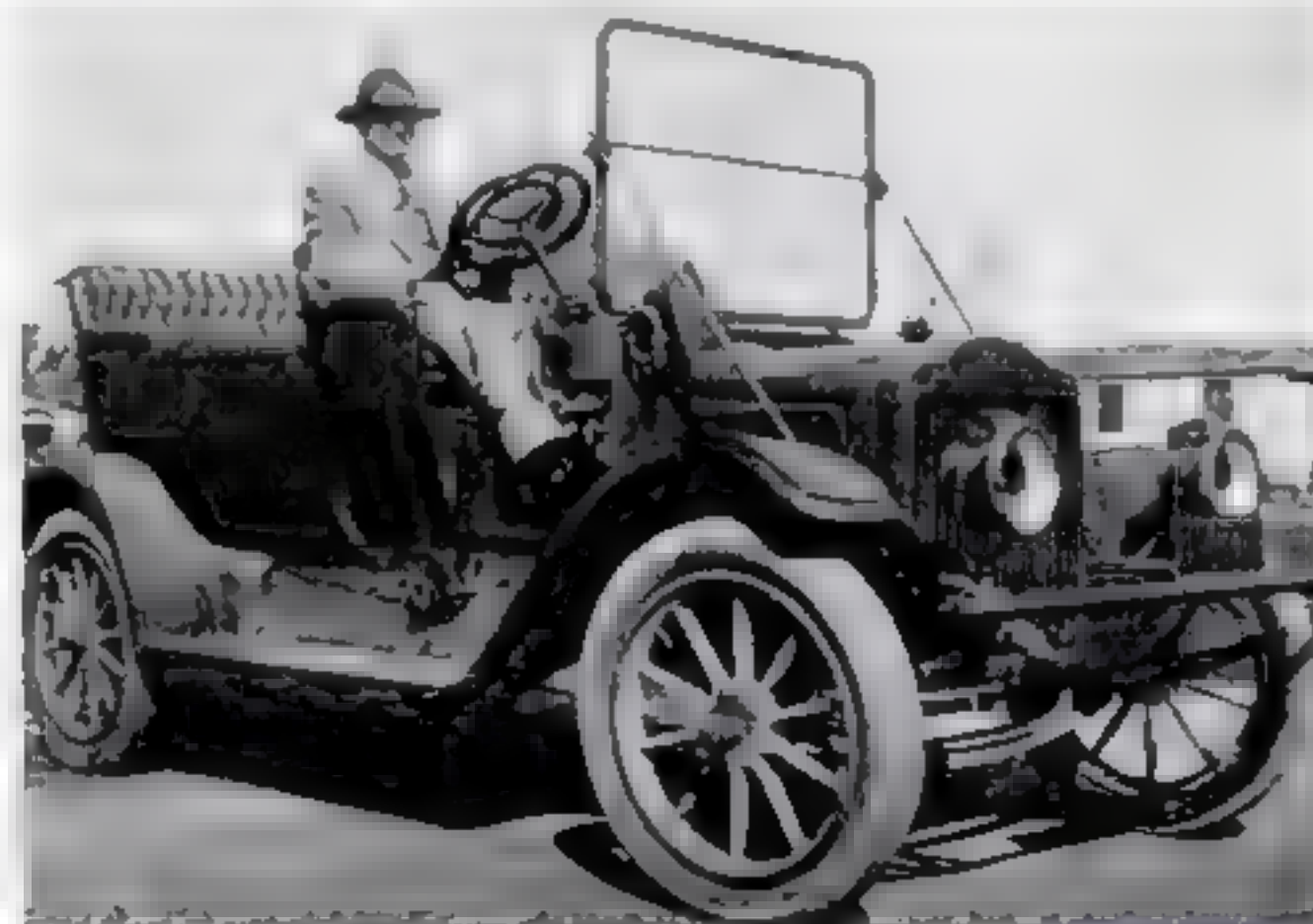
When Hollywood needs an old American car for a movie, four times out of five it goes to Arthur E. Twoby, president of Los Angeles' Twoby Lumber Co., whose collection of 30 antique automobiles is one of the country's best. Most of Mr. Twoby's fleet dates from 1910 or before. Because early controls are too complex for the average 1937 driver, Owner Twoby generally pilots his cars himself on the screen. He never feels more at home than when in a welter of righthand drives, underbody engines, planetary gearshifts, acetylene headlights and tiller steers.



This 1900 Winton in the Twoby collection has a single cylinder, steers with a tiller, was assembled in Cleveland. It still runs masterfully in old car parades.



This 1902 Pierce Arrow Marquette has a De Dion-Bouton motor on the rear axle, originally cost \$1,800. It was once stopped for speeding by a policeman on a bicycle.



This 1911 White Steamer, Mr. Twoby at the helm, has a two-speed rear axle and a boiler under the front seat. What looks like a radiator is a steam condenser.

Les Patrick
says

I USE
AQUA VELVA
AFTER
SHAVING!

N.Y. Rogers Hockey
Manager

- Astringent action closes pores.
- Fights off pimples, sore spots.
- Conserves natural moisture of skin.
- Leaves face cool, clean, refreshed.

EXCELLENT AFTER ELECTRIC SHAVES

WILLIAMS

AQUA VELVA
FREE—2 weeks' supply

Send to U.S.A.
The J. B. Williams Co., Dept. L-19, Glastonbury,
Conn., U.S.A. Please send me a trial bottle of
Aqua Velva, the world's largest selling after-
shaving preparation.

Name _____
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FASTER HEAT
FROM CAR HEATERS

Stay warm and comfortable in your car with quicker, steadier heat—from any good hot water heater—just put on a Dole Thermostat. Simply installed, adjustable to coldest weather Dole hose-line Thermostats do not interfere with other thermostats that may be on the same car—they are extra boosters. Motor temperature is also controlled, saving oil and gas. Economy pays back its cost. See your service man, or car dealer The Dole Valve Company, Chicago. Also manufacturers of Dole Air & Vacuum Valves for home steam heating systems.

DOLE
Thermostats

"I NEVER THOUGHT I COULD HEAR SO CLEARLY AGAIN!"
You too, like thousands of Radiotear users, can now hear what was impossible before.

RADIOEAR
HEARING AID

Write or visit for complete information on why Hearing Aid is better than all others!

• EASIER TO CONCEAL
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E. A. MYERS & SONS
1112 Radiotear Building, Beverly Road, Pittsburgh, Pa.
Over 80 completely equipped offices coast to coast

HANDEE
Tool of 1001 Uses

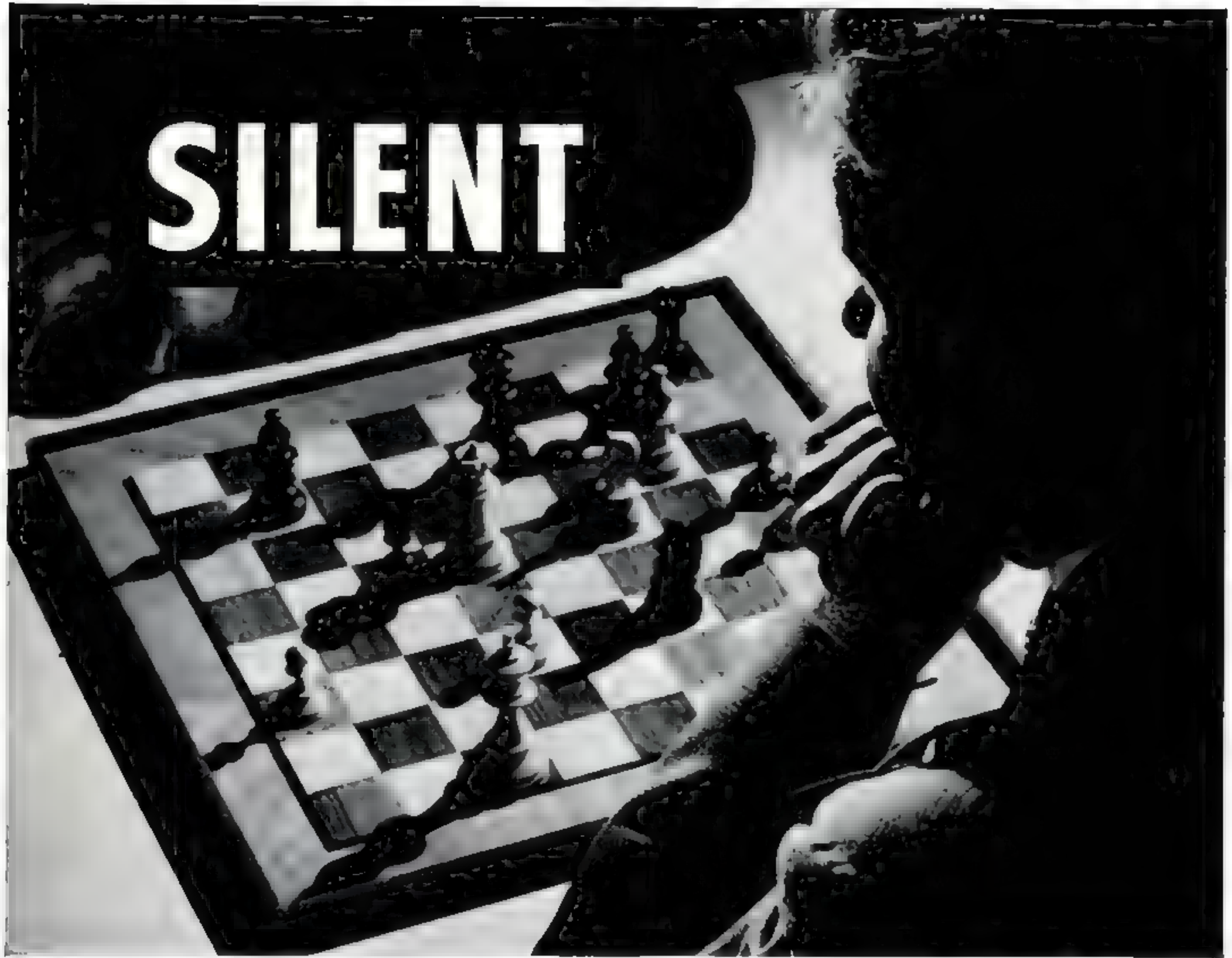
A whole shop full of tools in one. Plugs in any light socket, A C or D C 110 v. 13,000 r. p. m. Uses 200 different accessories: grinders, polishers, routers, drills, cuts, carves, sands, saws, sharpens, engraves.

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GET A DEMONSTRATION
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New CRAFTSMAN Project Book
Plenty of projects with a Handee. Fast working plans for making more interesting and unusual projects. 25¢ stamps or coin.

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SERVEL ELECTROLUX STAYS SILENT *because it freezes with* NO MOVING PARTS



"You never hear any noise with our new refrigerator, do you, Jane? That's one of the big reasons Daddy bought a Servel Electrolux for us. Besides, Rose Nelson's father told him that they've had theirs for more than ten years and it's still as good as new, and just as economical. He said that more and more of his friends every year were replacing other type refrigerators with Servel Electrolux."



"I'm tickled, too, with all the room in my new Servel Electrolux. It's the most conveniently arranged refrigerator I ever saw." (See Servel Electrolux for yourself at your gas company or local dealer's!)



**SERVEL
ELECTROLUX**
THE *Gas* REFRIGERATOR

"Look... here's why our Servel Electrolux is silent, and will never need costly repairs. This tiny gas flame does all the work! There are no moving parts in the freezing system."

FOR SUBURBAN AND RURAL HOMES, SERVEL ELECTROLUX RUNS ON KEROSENE OR ON BOTTLED GAS. WRITE FOR DETAILS TO: SERVEL, INC., EVANSVILLE, INDIANA

California Jalopies (continued)



Sixteen hours of every twenty-four, your eyes are constantly at work. To normal vision, under favorable conditions, this is no hardship. But conditions today are not always favorable. Normal eyes can change. Their easy work may become hard labor. Don't guess about your eyes! Make sure! Place them in the care of an oculist or optometrist — a "Keeper of the Light." He will keep your eyesight at the peak of its efficiency.

One of the most trying of present-day conditions is overbrightness — those shafts of unwanted light that leap at you from every reflecting surface. If you are annoyed by this unwanted light, see a competent eye authority. A simple, scientific test will tell if your eyes need the protection of light-absorptive lenses.

Soft-Lite Lenses are the finest of optical lenses, made by Bausch & Lomb, in Rochester, N. Y. They have a unique capacity for absorbing excess light. Raw light, passing through this filter, is mellowed.

Soft-Lite Lenses have a delicate flesh-like tone resembling the natural complexion. This makes them the least conspicuous of eye-glass lenses. To the wearer no tint is perceptible. Colors are undisturbed. Vision is clear. Images are sharp.

Soft-Lite Lenses, endorsed by leading eye authorities for over 29 years, are obtainable on prescription from oculists and optometrists and supplied through opticians.



This Soft-Lite PROTECTION CERTIFICATE is loaned with every pair of genuine Soft-Lite Lenses. Be sure to ask for it.

Soft-Lite Lenses

FOR GREATER COMFORT AND BETTER APPEARANCE
Available only through licensees

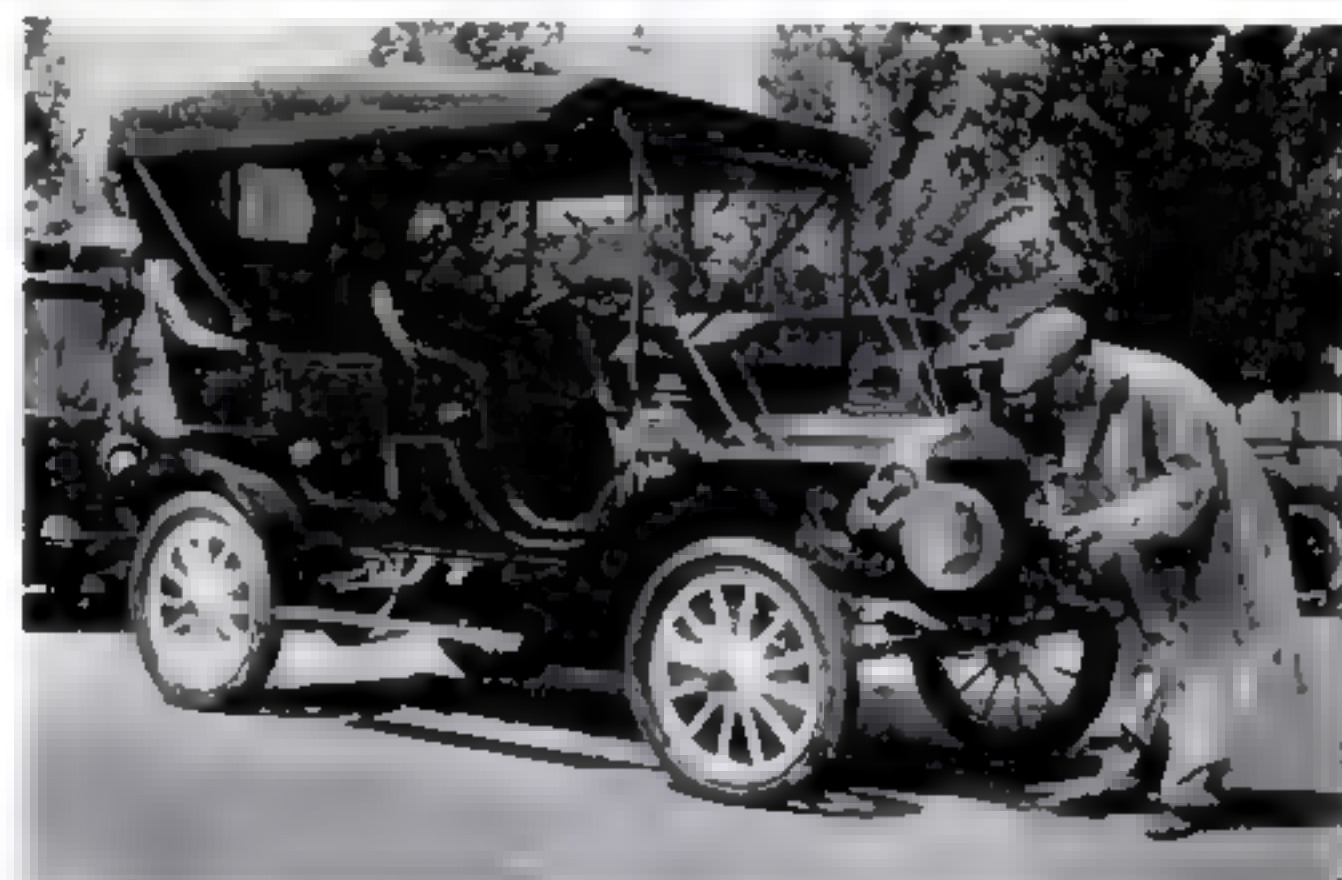
Published in the interest of competent eye authorities—"KEEPERS OF THE LIGHT"
—by the Soft-Lite Lens Co., Inc., 745 Fifth Ave., New York; Toronto; London



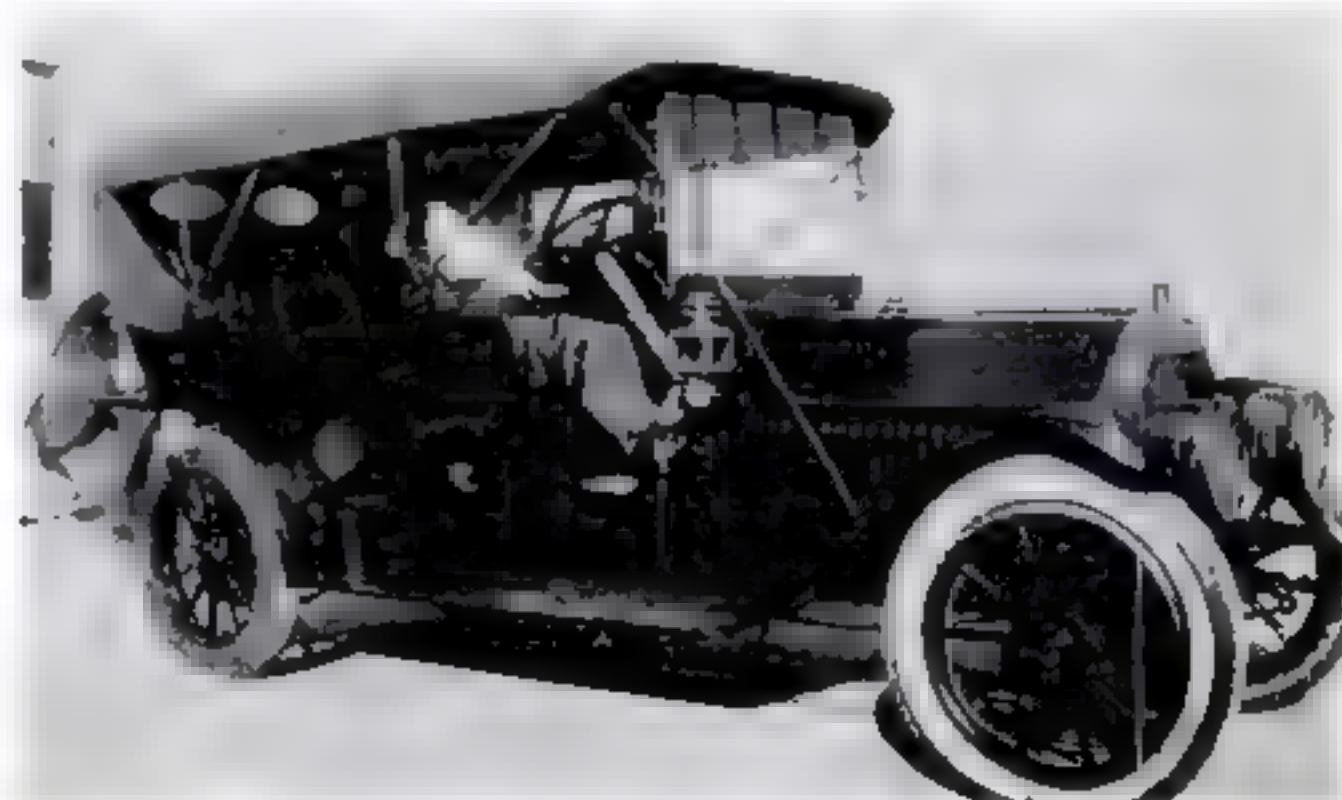
This water-cooled Schacht was known as "a Gentleman's roadster." You cranked its engine from the middle of the back which inspired phrase: "twist her tail!"



This 1908 Franklin is a four-cylinder specimen with an air-cooled motor. Note the capacious tool chest which in its day received plenty of agonized attention.

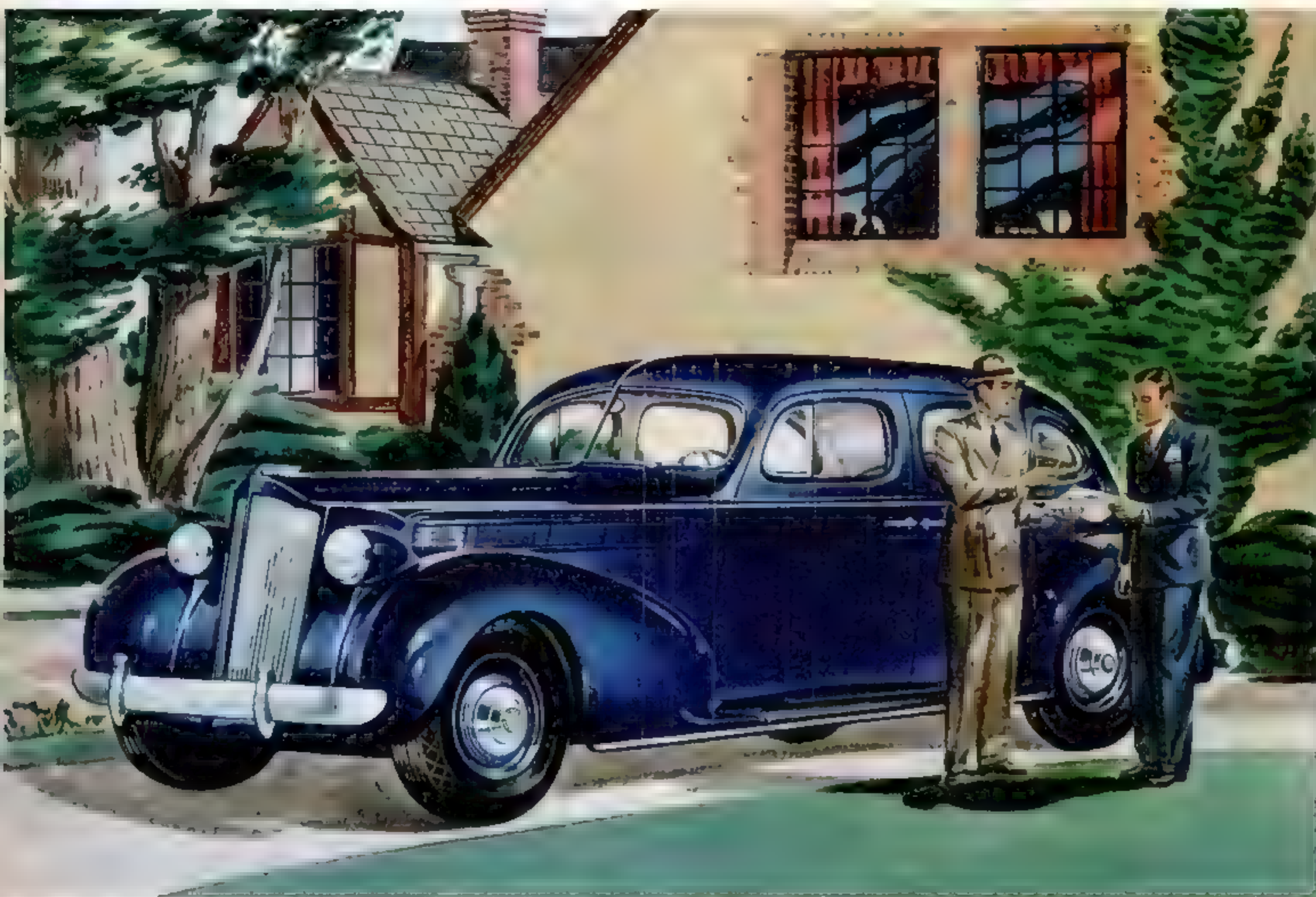


This 1906 Buick was found by Mr. Twoby in the mountains of Washington where it had been sitting 20 years. He overhauled it, refurbished it to look almost new.



This 1911 Thomas Flyer, made in Buffalo, is probably the largest car built. With four speeds forward and in fine condition, it has been used in several movies.

DRIVE THE NEW 1938 PACKARD SIX....



...AND CHECK (✓) THESE STATEMENTS AS YOU GO

When you read this ad you'll probably say, "It's too good to be true". So we're making it as simple as possible for you to check on whether these statements are facts or just puffs.

1 The new Packard Six gives you a ride that is *merely* gentler than any you ever had before. Roads of every type seem *better* than they are. Check?

2 You round curves so fixedly you'd think the car were grooved to the road. Side-sway has been greatly minimized. You can *feel* that the danger of skidding is reduced. Check?

3 An utterly new type of rear suspension, involving three new Packard developments, gives the Packard Six a degree of comfort and safety you never before experienced. Check?

4 The car has one of the roomiest bodies of any car in its price class. Wheelbase is now 122 inches—seven full inches longer than last year. Check?

5 You are surprised at the low noise-level in the body. Packard, working with a great University, has created a really *quiet* all-steel body with all-steel top. Check?

6 If you did not know the motor was a Six, you might guess any number of cylinders up to twelve. A combination of chassis and engine improvements results in a smoothness unknown before in a six. Check?

7 The car has Packard's famous identifying lines in a new and more beautifully streamlined form. Only Packard offers you both long mechanical life and long style life. Check?

8 Look where you will, you will find only 15 points that require chassis lubrication. And none of these points need lubrication, in normal usage, oftener than *twice* a year. Check?

9 You can afford to buy, operate and maintain a Packard Six. You can't prove this in the car, but you *can* prove it in your Packard showroom. Check these points, and you won't want *any* other car.

NEW 1938 PACKARD SIX

Visit your own Packard dealer, who will give you the exact local price on whatever model you are interested in, and show you how easy it is to own one.

ASK THE MAN WHO OWNS ONE

Enjoy Lanny Ross, Charles Butterworth, and guest stars on radio's most thrilling program, *THE PACKARD HOUR*, every Tuesday night 9:30 E.S.T. ABC Red Network



Timely Clothes keep their SELECTION PROMISES!

It's a big order to promise young men with *individual* tastes exactly what they require in the way of a new suit, topcoat, or overcoat. But your TIMELY CLOTHES dealer is ready to do precisely that — *not* with *stagnant* but with *performance*. The full range of Timely Clothes offers what we believe to be the most extensive selection of distinguished fabrics, in every type of model for day and evening — fashioned with *custom* type workmanship by skilled Timely tailors and priced to be had! \$30 to \$55 in your locality — or write us direct (Address Dept. L for new type Timely Wish-bone Hanger, sent free upon receipt of ten cents for carriage costs).

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(Dept. L) Kaiser-Hammann 11, upon Radio 1st St. N.Y.)

ELECTION
MEETS H



PICTURES TO THE EDITORS

HOME, SWEET HOME

Sir:

These photographs are the result of an argument a woman had with her husband. When he returned from work, this is what he found in his home. The damage was done by his wife.

"Hell hath no Fury . . ."

A. ISAAC

Elizabeth, N. J.



ANGRY WIFE'S DINING ROOM



ANGRY WIFE'S LIVING ROOM



ANGRY WIFE'S KITCHEN



ANGRY WIFE'S BEDROOM



ANGRY WIFE'S DRESSING TABLE

TSK-TSK-
E-MAGINE TAKIN' OFF
MAKE-UP WID TOWELS!



He's right! the
KLEENEX*
HABIT

saves towels from
make-up stains

Now that Kleenex Tissues cost so little, there's really no excuse for staining towels with make-up. The habit of using Kleenex Disposable Tissues saves towels, saves embarrassment, saves money.

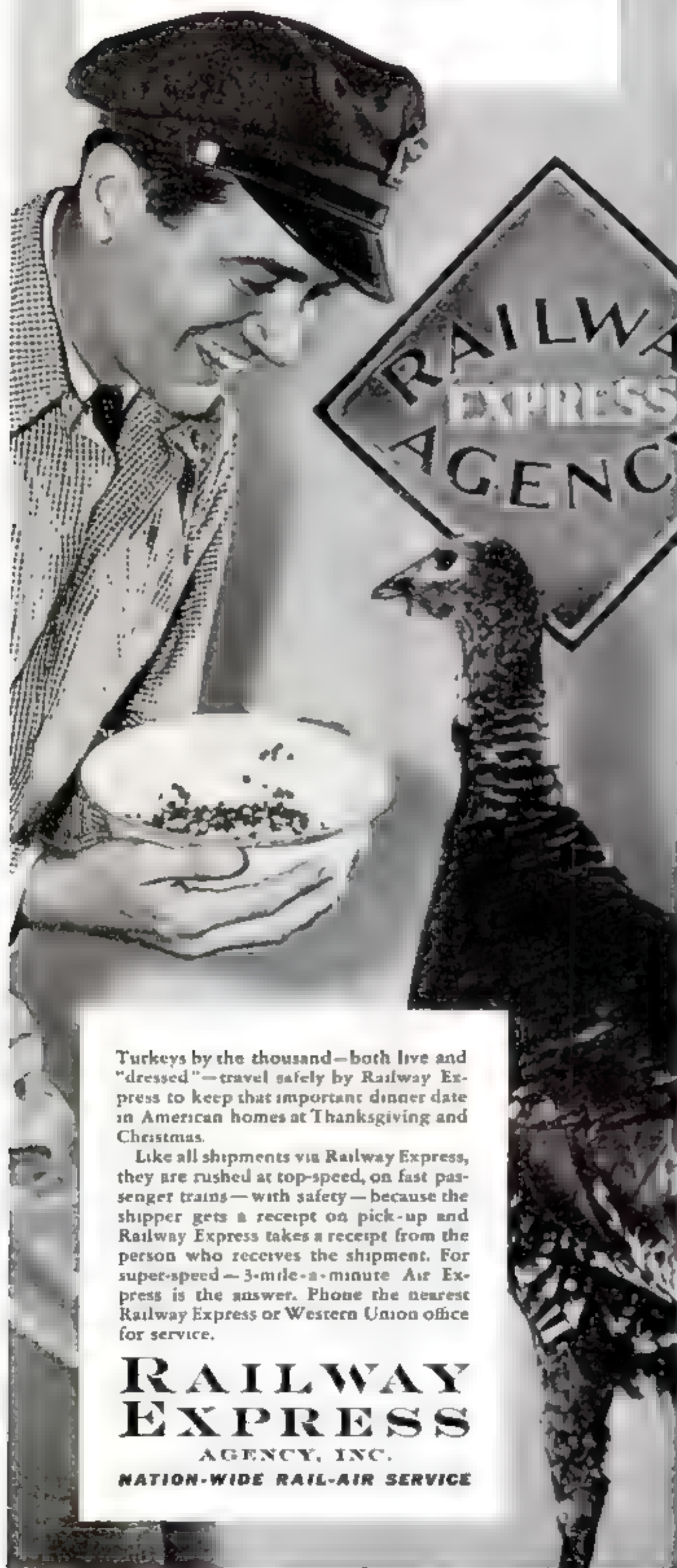
Yes, here's a safer, better way to remove face creams and cosmetics. Kleenex Tissues are soft, soothing and non-irritating. Yet beauty experts will tell you it quickly absorbs grease and dirt from deep down in the pores.

Also remember the Kleenex Habit to blend rouge and eye-shadow, to shape and blot lipstick, to wipe away mascara and excess nail polish.



KLEENEX*
DISPOSABLE TISSUES
(*Trade Mark Reg. U. S. Patent Office)

MR. GOBBLER Goes to Town!...



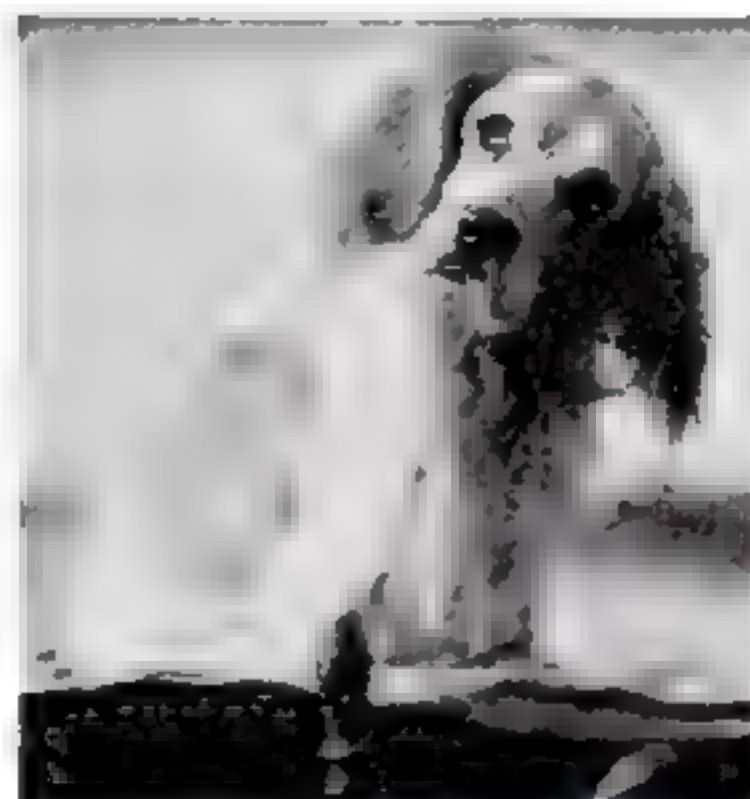
Turkeys by the thousand—both live and "dressed"—travel safely by Railway Express to keep that important dinner date in American homes at Thanksgiving and Christmas.

Like all shipments via Railway Express, they are rushed at top-speed, on fast passenger trains—with safety—because the shipper gets a receipt on pick-up and Railway Express takes a receipt from the person who receives the shipment. For super-speed—3-mile-a-minute Air Express is the answer. Phone the nearest Railway Express or Western Union office for service.

RAILWAY EXPRESS
AGENCY, INC.
NATION-WIDE RAIL-AIR SERVICE

PICTURES TO THE EDITORS

(continued)



DUKE

Sirs,

Being the proud owner of a cocker spaniel, I was very much interested in the spaniel pictures in the Oct. 25 issue of LIFE. Duke (left) is an able sea dog. He always sails with me and never loses his footing and never gets seasick. Ashore, he spends all his time on the beach stalking sea gulls and swimming. It's almost impossible to keep him out of the water.

A. GEARY JOHNSON
Photographic Journalist
E. Gloucester, Mass.

JERRY

Sirs,

We enjoyed seeing your pictures of spaniels in LIFE. We too have a springer spaniel and altho "Jerry" (right) is a veteran in the field, finding and retrieving more than her share of the birds, we enjoy her equally as well at home. Put a hat on her and she is a willing subject to photograph. We thought you'd like to see what our springer does when she is not in the field.

MR. and MRS. LA PHENE
PETERSEN
Boise, Idaho



PIETER BREUGHEL

Your pictures and article about Artist John McCrady (Oct. 18) inspired the attached article in *The Tribune*, the local tabloid which I am running.

I enclose pictures taken in connection therewith, which I feel sure will interest

you. The pictures are so damned good of Pieter Breughel, McCrady's dog, that I don't see how you could fail to want at least one of them.

C. H. CAMPBELL
Night Editor

The Tribune
New Orleans, La.

PULLMAN

To the Queen's Taste

Says

HELEN HAYES

Acclaimed the Greatest Living Actress

"As a meticulous and proper 'Queen Victoria'—as well as just a hard-working actress—I can bestow nothing but praise upon the excellence of Pullman service—its great comfort and security. It's very much to the 'Queen's' taste!"

Helen Hayes



Helen Hayes as the young queen in the stage success "Victoria Regina"



S. S. Van Dine, famous author of mystery stories, writes: "I invariably choose, without the slightest hesitation, the Pullman, having tried all other known methods of transportation. Comfort and privacy in thinking, working, reading and sleeping—who could ask for a more pleasant and satisfactory means of ameliorating the silly practice of going from place to place? The Pullman is a boon to harassed humanity."

"Mothers particularly appreciate Pullman," says Mrs. Samuel E. Wilson of Park Ridge, Illinois. Ask any mother who has traveled across the country with two lively, inquisitive children! She'll tell you how greatly she appreciates the courtesy and attention of Pullman employees.



Pullman travel is a typically American way of making life easier. It is a luxury only in the sense of bringing great convenience and comfort to modern travel. You lounge by day and sleep at night in a quiet, restful atmosphere, surrounded by every convenience for personal comfort. There is always courteous, intelligent service from a trained Pullman Crew. And you know you're traveling the safe way. There has not been one single passenger or employee fatality in Pullman cars in nearly three years.

Pullman's reasonable rates appeal to the modest pocket-book. Over half of all Pullman overnight journeys are approximately 300 miles. For a comfortable lower berth the cost is but \$2.50 and for only \$1.00 additional, or \$3.50, you can enjoy a whole single occupancy section. The examples quoted are merely to show the reasonable cost of Pullman accommodations only, and do not include rail fare. For longer distances, of course, the prices are in proportion.

Wherever or whenever you go, Pullman is the comfortable way, available throughout the nation and on various lines in Canada and Mexico. Your ticket agent will give you information. Or write

THE PULLMAN COMPANY, CHICAGO

All testimonial statements in this advertisement were furnished without compensation

Pullman and Rail—The safe way to go and the sure way to get there

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FIRST CAME STEEL... *then* COP-R-LOY



Your Plumber is Your Friend... the craftsman who wields the wrench

as well as the Master Plumber who guides your selection of materials. Both will tell you there is extra protection and extra economy for your plumbing and heating system in the greater durability of COP-R-LOY Pipe, made of a famous metal especially compounded to combat rust and corrosion. Builders, engineers and industrial users have tested the endurance of COP-R-LOY Pipe and select it for important projects where corrosive elements are of the severest and *where service must not fail*. Winter time is usually trouble time for pipe. Avoid pipe ills by consulting your plumber on necessary repairs. As an expert who knows materials and as a business man who values your good will, he will recommend COP-R-LOY Pipe for the *better* and *longer* service it will deliver to you. Your plumber's service is backed by that of leading distributors who carry complete stocks of Wheeling Steel Pipe and COP-R-LOY Pipe. It's Wheeling Steel.



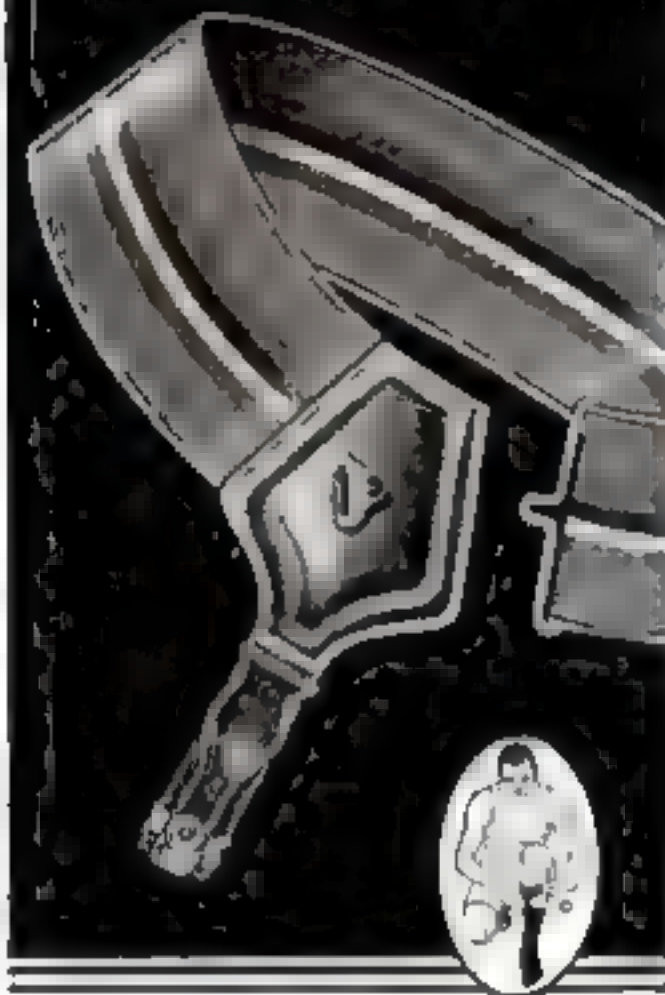
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at the price of the
NEXT BEST



THE world's best garter is Paris... yet it's priced no higher than the next best! Paris outsells any garter sold... out-modes any garter made. Widely imitated... never duplicated for style... comfort... value. Tailored full length for full freedom... all of its many styles are adjustable for accurate fit. Authentic Fall patterns... correct colorings... at your dealer's now.

50c and up

A. STEIN & COMPANY

Makers of Paris Suspenders, Belts and Garters
CHICAGO • NEW YORK • TORONTO • BUENOS AIRES

PARIS
GARTERS
NO METAL CAN TOUCH YOU

PICTURES TO THE EDITORS

(continued)

KITTENS

Sirs,

Apropos of X-ray films (LIFE, Oct. 11), here is a print which I consider to be unusual.

It was made by a facetious interne in a New York hospital, the subject being a cat with four unborn kittens. The four

skulls are numbered, three pointing toward the pelvis, the other being a "breech" presentation. The spinal column, ribs and extremities may be clearly noted. The diagnosis of quadruplets was verified at birth.

JESSE D. STARK, M.D.

New York, N. Y.



PUSH BACK R. R.

Sirs

Getting his inspiration from the picture of Lanakila Camp (LIFE, Aug. 16), the wheels from a junk yard, and the labor from his daddy, the young would-be railway magnate pictured herein became the owner and chief engineer of the "Push Back" R. R. Mr. Newton's ubiquitous force of gravity is the motive power forward, future football muscles make it reverse.

Specifications: right-of-way—down the alley roundhouse—the garage, rails—2"x2" pine, boiler—ex-chemical drum, smokestack—the can; headlight—drinking cup; whistle—by Mr. Woolworth, mounted on boiler, blown from tube in wall.

E. F. HALL Jr.

Reidsville, N. C.



THE SHOT THAT SAVED THE DAY!



A "true" shot bagged the game. But the "shot" that saved this day was a correctly exposed shot with the camera. Sportsmen know that to guess at camera settings at a critical moment like this invariably means a picture disappointment. That's why they use a WESTON Exposure Meter every time... and thus make sure every picture is perfectly exposed. Compact, quick, certain—the WESTON gives exact camera settings, any place, any time. Can be used with any still or movie camera. Be sure to see the WESTON at dealers, or return the coupon.



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630 Frelinghuysen Ave., Newark, N. J.
Send literature on WESTON Exposure Meter.

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COUGHS!

Get After That Cough
Today with PERTUSSIN

When you catch cold and your throat feels dry or clogged, the secretions from countless tiny glands in your throat and windpipe often turn into sticky, irritating phlegm. This makes you cough.

Pertussin stimulates these glands to again pour out their natural moisture so that the annoying phlegm is loosened and easily raised. Quickly your throat is soothed, your cough relieved.

Your cough may be a warning signal from your respiratory system. Why neglect it? Do as millions have done! Use Pertussin, a safe and pleasant herbal remedy for children and grownups. Many physicians have prescribed Pertussin for over 30 years.

It's safe and acts quickly.
Sold at all druggists.

Large
Trial
Bottle
for 10¢

PERTUSSIN

Seech & Kado, Inc. Dept. AD-3
440 Washington Street, N. Y. C.
Please send me a large Trial Bottle of
Pertussin. I enclose 10¢.

Name _____
Address _____

Teacher's belongs in the picture, when you plan pleasant times. For Teacher's is hearty, like friendship.

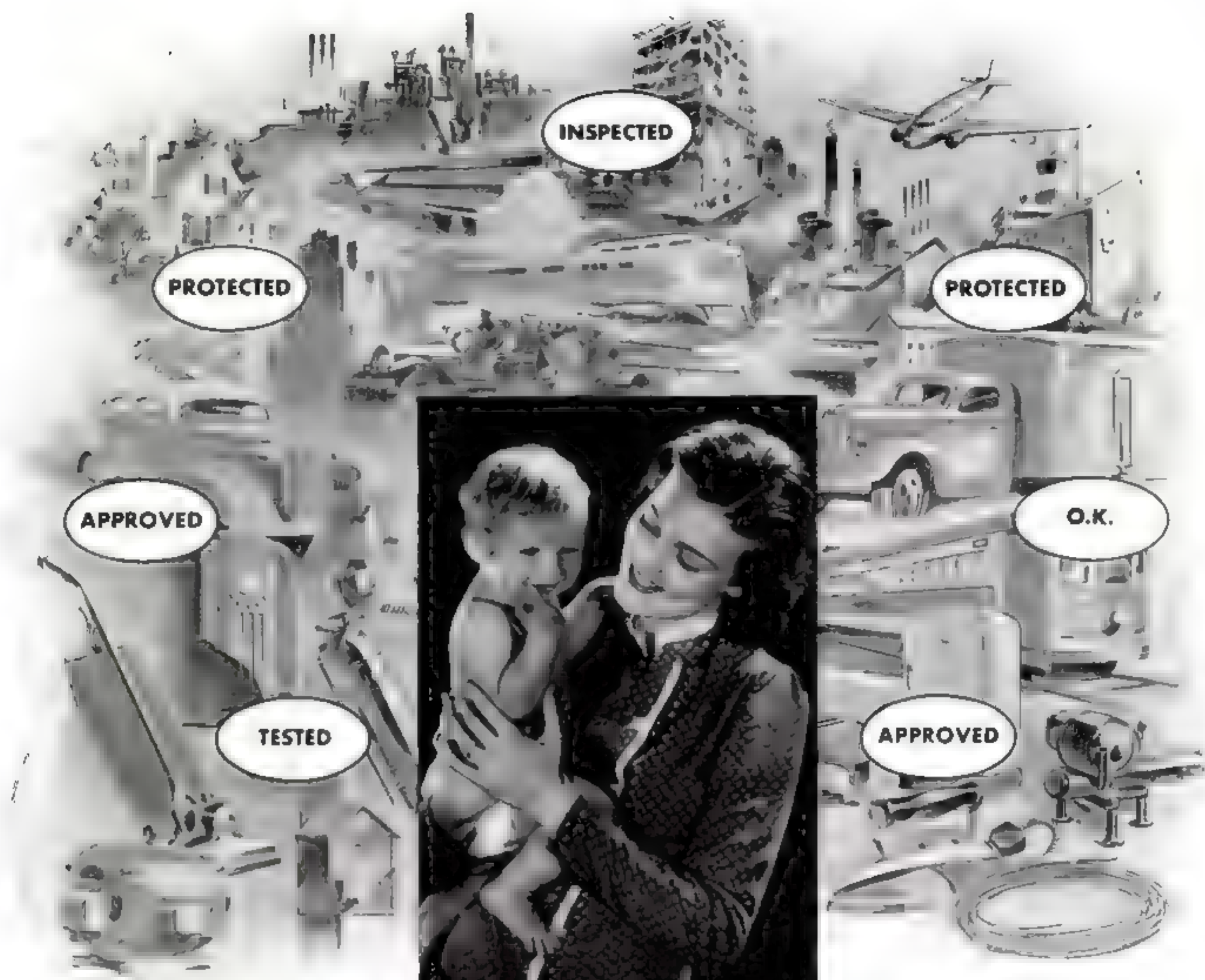
There's in Teacher's the same rich enjoyment you find in all the pleasures you like to remember...

"It's the flavour"



Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow

SOLE U. S. AGENTS: Schieffelin & Co.,
NEW YORK CITY - IMPORTERS SINCE 1794



Do you know what the great American system of capital stock company fire insurance* means to the economic structure of the country and to the security and personal safety of you and every other individual of these United States? It is your right to know.

Capital stock fire insurance gets its name from the fact that it is written by capital stock companies. Making it their practice to conserve zealously an amplitude of resources with which to guarantee the fulfillment of their promises, these companies give to property-owners a quality of protection that has never been surpassed. And, they do so at a pre-determined cost, which today is the lowest in insurance history. If you own property that is subject to loss or destruction by fire, this insur-

HUMAN LIFE MADE SAFER

ance system renders you a two-fold service . . . (1) prevention of losses and (2) indemnity for losses should they occur. Insurance is the solid foundation of business credit. Its security enables commercial enterprise to proceed with confidence. Its guarantee makes it possible for your town's leading industry to finance the purchase of equipment and risk its products to the hazards of transportation. So, even

in your livelihood, it is a vital factor.

And, as for prevention? *There* is a story only volumes could tell. At their own expense, the stock fire insurance companies together maintain engineering and research organizations to reduce fire danger; laboratories to test materials and devices for fire safety; a corps of investigators to assist public officials in securing the arrest and conviction of firebugs.

Your community has fewer fire hazards; fire-fighting equipment is more efficient; the many appliances you use in your own home are safer . . . due to the activities of capital stock fire insurance companies operating through THE NATIONAL BOARD OF FIRE UNDERWRITERS 85 John Street, New York Established 1866

***CAPITAL STOCK COMPANY FIRE INSURANCE** provides sound protection at a pre-determined cost, without risk of assessment to the policyholder. Its promise is backed not merely by legal reserve but by capital stock and a surplus to meet not only normal expected losses but those that are abnormal and uncertain . . . even extreme losses due to conflagrations.

Now - HIGHEST QUALITY OFFICE DUPLICATING

*by an entirely new
low-cost method*

Simply typewrite, write or draw exactly as on paper—perfect copies quickly produced!

The new, unique duplicating medium that assures better duplicating is DupliMAT... a sheet of strong, specially treated paper on which anyone can easily place copy for duplicating with a typewriter, pen, ruling pen or brush

YOUR business, like others, requires quantity duplication of words, figures, lines and pictures on paper. Call them communications, forms, advertising, reports, records or what you will, they are important essentials that usually represent a sizable expense item.

But here's good news! Most of this duplicating can now be done by your own employees, with considerable saving. Duplicating of higher quality, by a simpler method... DIFFERENT FROM ALL OTHERS... is now available to any office!

Simply typewrite, write, draw, rule or trace on a DupliMAT as on any paper. Without special care to avoid wrinkling

or stretching, the DupliMAT is clipped to the machine which, within a minute, begins production. Copies are faithful to the original, in every detail.

Use standard papers, from light-weight bond to heavy post card stock. And because ink is laid on the paper, not soaked into it, both sides can be used. Big savings can be made in paper, ink and postage. Slip-sheeting unnecessary.

The compact, automatic electric Multigraph Duplicator is remarkably simple. Anyone can quickly learn to operate it and produce a wider variety of higher quality duplicating, in one or more colors, closely registered.

ADDRESSOGRAPH-MULTIGRAPH CORPORATION, Cleveland, Ohio

ADDRESSOGRAPH-MULTIGRAPH of CANADA, LIMITED, TORONTO

INVESTIGATE!

Write on business stationery for the complete story of this new method in the booklet, "THE NEW MULTIGRAPH DUPLICATOR," with samples of work. And don't fail to see a practical demonstration!

The New LOW-PRICED, AUTOMATIC, ELECTRIC MULTIGRAPH DUPLICATOR

SEE A DEMONSTRATION—The new Multigraph duplicating method is now being demonstrated by Multigraph Sales Agencies. Consult principal city telephone books for address of office nearest you—see what this method can do for you.

\$325

Convenient payments
DupliMATs, 12c each
in boxes of 50
lower in quantities

All prices F.O.B. Cleveland. Moderately higher in Canada.

...and a good supply of Old Dutch for my holiday cleaning

• Please accept from Old Dutch Cleanser these time-saving holiday hints

Roasting Pan: Before using, clean stains around handles and under rolled edge with Old Dutch. Made with Seismolite, Old Dutch contains no harsh grit. It leaves no scratches for grease and meat juices to bake into.

Bread Board, Rolling Pin: Preserve their smooth finish and keep them sweet and wholesome by cleaning with Old Dutch.

Pie Tins, Pudding and Cranberry Molds: A thorough going over with Old Dutch to remove old stains and keep the surface smooth. This helps prevent sticking and aids in better cooking results.

Coffee Pot: A clean, sweet pot makes better coffee. An easy way to get at the tiny crevices you can't reach with the cleaning cloth is as follows: Sprinkle Old Dutch over the bottom of the pot, fill pot with cold water and simmer for a few minutes.

Holiday Housecleaning: Use Old Dutch to wipe finger prints from painted surfaces, to brighten painted and linoleum floors and to clean windows. P. S. A little Old Dutch goes a long way. You'll find it a money-saver.



SPECIAL Holiday Offer!

THIS BEAUTIFUL SILVERWARE CARVING KNIFE and FORK

Knife 10 inches long . . . Fork 8 1/2 inches long

Wm. A. Rogers A-1 Plus Quality, Hollow Handles, Stainless Steel Blade and Tines

What a wonderful Christmas gift for your family, for others! You'll be delighted when you see its handsome, rich Croydon pattern, the smart hollow handles (such as only the finest silver boasts), the mirror stainless fine steel blade and strong fork tines. And it's Wm. A. Rogers A-1 Plus Quality, made and guaranteed by Oneida, Ltd.! This \$3.75 value is yours for only \$1.00 (\$1.50 in Canada) and 6 Old Dutch Cleanser labels! So don't wait. Mail the coupon today.

\$3.75 VALUE FOR ONLY \$1.00 AND SIX OLD DUTCH LABELS
(\$1.50 in Canada)

Order as many of these handsome sets of carving knives and forks as you wish for gifts to your own family. For each set, \$3.75 value, send 6 complete labels from Old Dutch Cleanser labels. Offer good in U.S.A. and Canada while our supplies last and expires December 31, 1937.

OLD DUTCH CLEANSER
Dept. S568, 221 North La Salle Street, Chicago, Ill.

I am enclosing _____ windmill panels from Old Dutch labels (or complete labels) and \$ _____ for which please send me _____ sets of Carving Knife and Fork

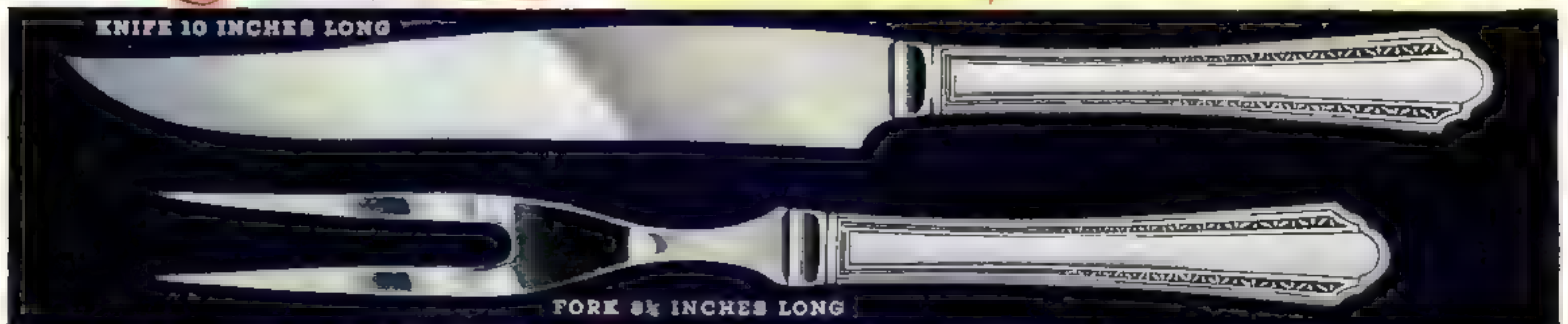
Name _____

Address _____

City _____ State _____



Your Time-Saving,
Money-Saving Friend



LIFE



UNITED STATES CAPITOL

NOVEMBER 24, 1947

10

CENTS

50 CHRISTMASSES
FROM NOW...YOUR

LIFETIME PEN GIFTS
STILL WILL SERVE

\$15 with Lifetime pen

\$10 with Lifetime pen

\$12.50 with Lifetime pen

\$7.50 with pen

Ensemble, \$5

\$10 with pen

SHEAFFERS

Deluxe Ensemble in Leather Covered Jewel Case, \$19.75—Others, \$8.50 Up

Junior Set, \$3.95

\$5 with pen

First Look Ensembles \$8.50 to \$12.25

\$5 with pen

How fine a gift, serving daily while other gifts wear out. How thrilling to receive such a gift. How satisfying to give it, to know that it will keep you in the recipient's mind for life, to realize that it is the finest of its kind in the whole world, yet not expensive . . . Sheaffer's Lifetime[®] Feather-touch[®] pen is so expertly fashioned that it carries this proud guarantee—that it will serve so long as its owner lives. By serving so long and so well,

the Lifetime[®] Feathertouch[®] pen has become known as the "World's Lowest Cost Pen". . . 50 Christmases from now, your Lifetime[®] pen gifts still will serve.

All Sheaffer pen points are made of 14K solid gold for longer life and better writing qualities. Some companies are substituting cheap gold-plated brass and steel to increase profits. Have your dealer guarantee the pen you buy has a 14K solid gold point. If you buy a Sheaffer this guarantee is not necessary.

All Lifetime pens are unconditionally guaranteed for the life of the owner except against loss and wear damage when serviced subject only to insurance postage handling charge—35c

SHEAFFER'S

W.A. Sheaffer Pen Co., Fort Madison, Iowa • Toronto, Ontario, Canada

MADE IN U.S.A.
W.A. SHEAFFER PEN CO.

WELLS FARGO AND STUDEBAKER

GO A LONG WAY BACK

YOU'LL see the gold rush west in all its drama and glamour in the Paramount picture "Wells Fargo" to be released next month.

You'll see storied Hangtown, California, in the heart of the gold country of the forty-niners, faithfully reproduced even to the youthful John M. Studebaker's carriage and wagon shop.

John M. Studebaker didn't tarry long in California. He returned to South Bend, Indiana, and rejoined his brothers in the vehicle business they had founded there in 1852.

And today as for nearly one hundred years, Studebaker is still pioneering and pacemaking. Today the magnifi-

cent new low priced Studebaker of 1938 is automobile transportation in its finest and most economical form. No matter what car you've been driving, you owe it to yourself to see what Studebaker offers before you choose a new car on what you think in advance or on what your friends say.

Your Studebaker dealer cordially invites you to drive a new 1938 Studebaker ten miles—to enjoy the most amazing ride in all your motoring experience—before you decide on any car. And Studebaker prices are just a few cents a day more than those of small, light cars. C. I. T. payment terms. The Studebaker Corp., South Bend.



THOUSANDS OF MILES AWAY FROM HOME was youthful John M. Studebaker in 1853. His shop in seething Placerville, California, is here shown as it appears in Paramount's forthcoming "Wells Fargo." He and his brothers in South Bend built the wagon in which he crossed the continent seeking gold. The \$8,000 he acquired in building and repairing wagons during the gold rush was the first real capital the Studebaker business had.



LADEN TO THE ROOF WITH PRECIOUS CARGO the Wells Fargo stage above is thundering out of Placerville. Studebaker built many of the early stage coaches and wagons that helped to win the West. The Studebaker brothers' sound policy of always giving a little more than the customer expects rules in the great and growing Studebaker organization today as for more than four decades.



THE SPIRIT OF THE WEST IS REBORN in "Wells Fargo" in which Joel McCrea, Frances Dee and Bob Burns with Lloyd Nolan, Porter Hall, Ralph Morgan, Mary Nash, John Mack Brown and thousands of others remake the America of 1840-1870. See "Wells Fargo" and don't forget to see the new 1938 Studebaker too.



NEW 1938 STUDEBAKER—the car that is winning America by selling itself in a 10-mile drive. This imitably styled, magnificently built new Studebaker offers more for less money than you ever saw in any motor car. It leads in balance ride and handling ease as decisively as it does in beauty, safety and operating economy.

Low priced new
STUDEBAKER
OF 1938

This One



Y22J-KGF-X0T5



**"My furs!
They're ruined!"**

Out of furs . . . and out of pocket! Perhaps she did not know that, for a small fraction of their value, she could have had her furs protected by an insurance policy that covers loss of or damage to furs from transportation hazards, theft, fire . . . in fact, practically any cause, any time, any place.



IT is much easier to pay a small insurance premium than to stand a big loss. That's obvious. But . . . a serious loss from what? And, what to do?

In doubt about the hazards from which they can protect themselves, many property-owners sim-

ply do nothing. So, every day owners of homes and things like furs suffer financial losses that could have been economically prevented by the proper insurance.

Don't be caught tomorrow. Get expert advice today. Without obligation, check your needs with

the local North America Agent, or your broker. Consult him as you would your doctor or lawyer.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America.

North America Protection

includes practical every form of insurance except life. Some for the protection of

RESIDENCE CONTENTS covers damage to household furnishings by fire or other specified hazards

SUPPLEMENTAL CONTRACT covers damage by explosion, windstorm, hail, riot & civil commotion, falling aircraft and "wild" motor vehicles

RENTAL VALUE pays the rental value of home while being made habitable following damage by fire or other specified cause

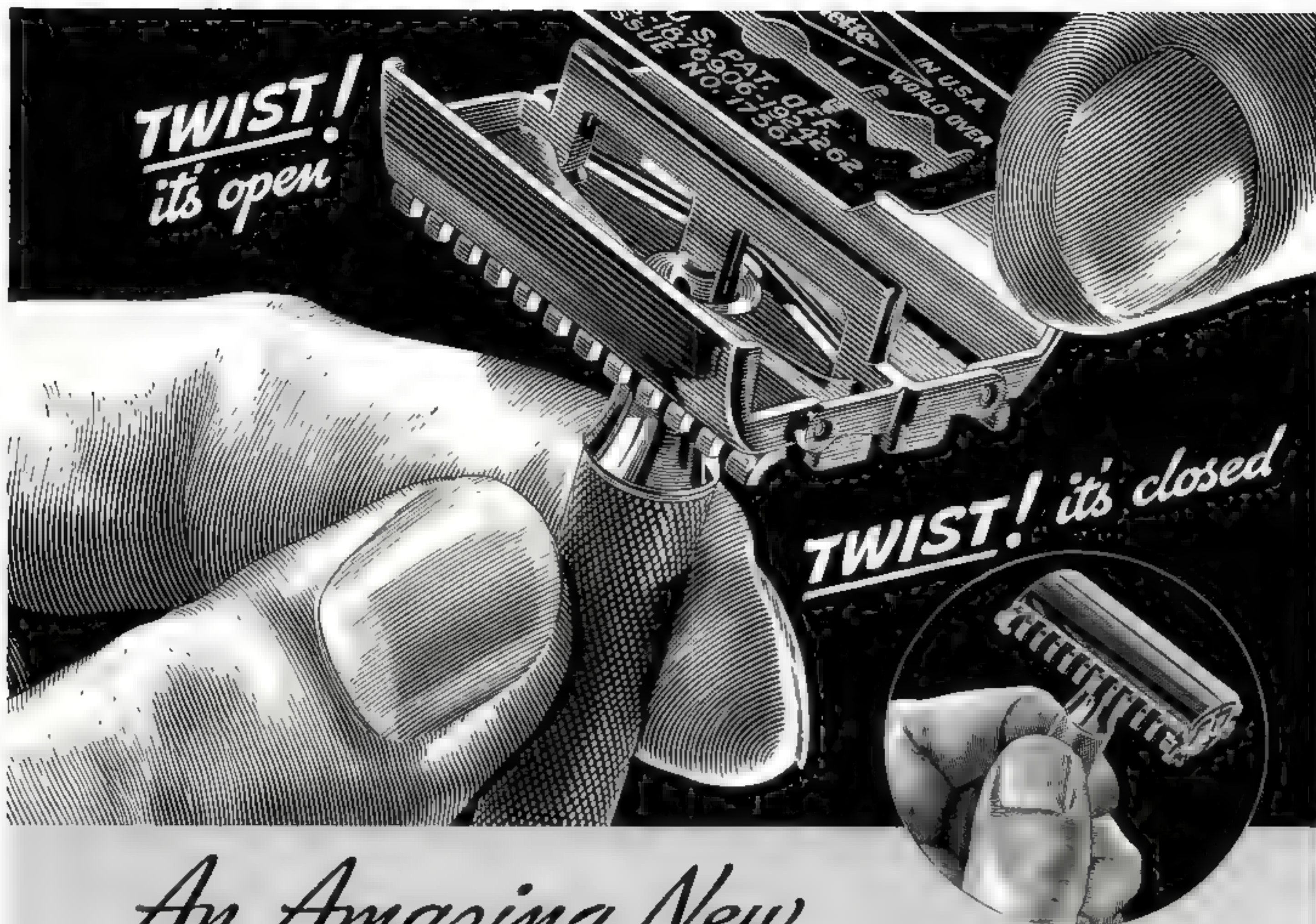
FUR and JEWELRY policies are written to cover loss of or damage to furs or jewelry from practically any cause, anywhere, anytime

BURGLARY covers loss and damage to property by burglary or attempted burglary

OWNERS, LANDLORDS & TENANTS LIABILITY covers claims for injuries to the public sustained on the premises

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Nation-wide representatives of INSURANCE COMPANY OF NORTH AMERICA and its affiliated companies: INDEMNITY INS. CO. OF NORTH AMERICA THE ALLIANCE INS. CO. OF PHILA. • PHILADELPHIA FIRE & MARINE INS. CO. • NATIONAL SECURITY FIRE INS. CO. • CENTRAL FIRE INS. CO. OF BALTIMORE



An Amazing New **GILLETTE I-PIECE RAZOR**

Blades Changed in 3 Seconds!

**Never before a razor of this type
for less than \$4**

MEN, here is the greatest forward step in shaving convenience since the invention of the safety razor. The amazing new *one-piece* Gillette Sheraton saves time and trouble. You can change blades in three seconds! There are no loose parts to fumble. Simply turn the handle—and the head opens. Another twist—and it's closed, ready for your instant use.

Outstanding Value

Never before has a razor of this type sold for less than \$4 list. Yet now you can get the Sheraton in an attractive traveling case with five blades for only 98¢. Scientifically

designed to hold Gillette blades in perfect alignment—this ingenious razor gives you the world's cleanest, quickest shaves. Sturdily built—heavily gold plated—it's guaranteed to last a lifetime!

Get Yours Now!

The Sheraton is the greatest razor value ever offered. At 98¢—a price everyone can easily afford—millions of men will want it! But production is definitely limited. So avoid delay and disappointment by seeing your Gillette dealer now. If he does not yet have the one-piece Gillette Sheraton in stock, urge him to order for you at once.

GILLETTE SAFETY RAZOR CO., BOSTON, MASS.

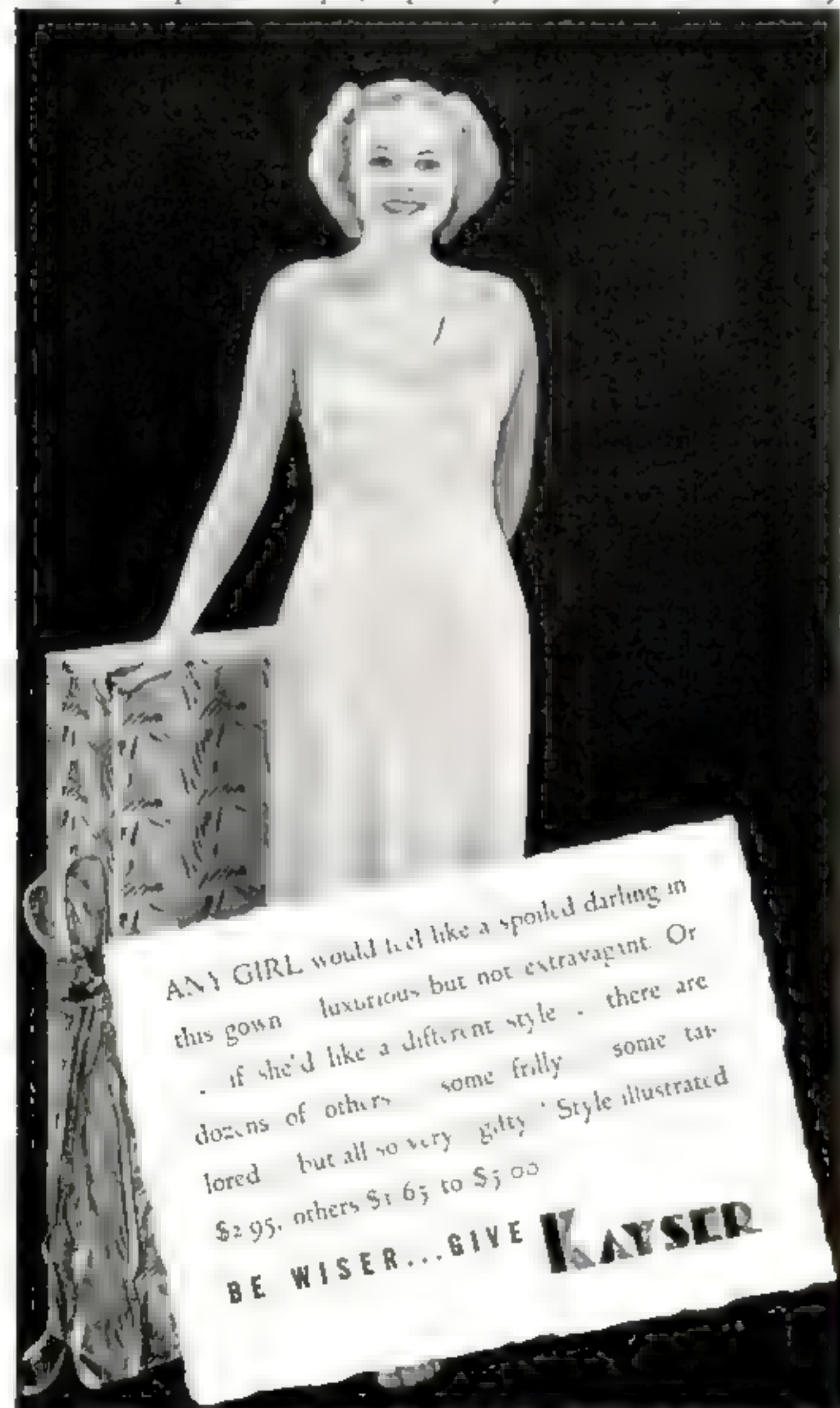


The new Sheraton, priced at 98¢, in attractive traveling case with 5 Gillette Blades.



*A charming young miss from the West
Owes her charm not to beauty, but rest.
For she sleeps Kayser-way,
With a smile meets each day.
She's refreshing because she's refreshed.*

FREE HOSIERY! Write your own limericks about Kayser gloves, hosiery or underwear. It's easy—it's fun! And you'll win 6 pairs of Mir-O-Kleer® Hosiery for each limerick we accept. Mail to Kayser, Dept. L8, 500 Fifth Avenue, New York City.



LETTERS TO THE EDITORS

"The Game"

Sirs

A West Coast observer can only gather from the page devoted to "The Game" in your issue of Nov. 8 that the mental decline of the New York and Long Island social-theatrical set is even greater than is generally supposed. The same variation of charades is played here in Hollywood under the name of "Indications" and any one of the quotations and titles you cite as having been included in the contest at the Waldorf-Astoria would be laughed out of the game as we play it. Local players such as Fred Keating or J. Edward Bromberg would need not more than thirty seconds apiece to get them over to a reasonably intelligent team.

To demonstrate the difference in the calibre of the game as it is played here, I need only cite such examples as Columbia Story Editor Michel Kraike's rendition of "Thinking is the function. Living the functionary," Warner Soundman Leon Becker's "The ineluctable modality of the visible" from Joyce's *Lysistras*, or screenwriter James Gow's "All mimsey were the borogoves," all of which were guessed by the teammates of these players. In case any exponent of the Eastern school tries to get away with the alibi that LIFE showed only some of the easier ones, your picture of Mrs. W. R. Stewart doing "Hell," said the duchess, destroys his case. Mr. Hearst and Mr. Webb are patently mystified at this elementary indication and the other two gentlemen who are unidentified in the caption but whom I recognize to be Herbert Bayard Swope Jr. and David O. Selznick are so bewildered as to make one think they were trying to guess something fairly difficult like, say, "flanked on either side by two incompetent alcoholics," a quote from the play *Twentieth Century* which was one of those used in the last game in which I participated.

KING LARDNER Jr.

Warner Bros. Studio
Burbank, Calif.

Probably none of New York's socialite players of "The Game" could have guessed any of these Hollywood "Indications."—ED.

Wrong Cat

Sirs

I am not particularly interested in cats and know very little about them. However, I think that you are mistaken when you call Miss Joan Blondell's pet a Siamese cat (Nov. 8 issue of LIFE).

Some years ago in Switzerland, I visited a family whose special pets were two Siamese cats. As I remember them they were not fluffy but sleek cream-colored creatures with brown ears and tails. Their eyes were slanting, giving them a decided Oriental air. Miss Blondell's cat looks more like a Persian to me.

MRS. DORIS T. HOLLOWAY
Manchester Conn.

LIFE apologizes to its legion of cat-fancying readers for carelessly mislabeling Miss Blondell's Persian a Siamese.—ED.

Button Business

Sirs

I note in your Nov. 8 issue you have given considerable attention to zippers. It is very nice of you to enlighten the public on such gadgets but how about the other half of the story? I mean buttons. You see I am in the button business and we can stand a boost also.

MARTIN ZORN

J. Zorn, Inc.
New York, N. Y.

Inoffensive Zippers

Sirs

No doubt it has passed from your corporate memory but some months ago

I belted about the "how to and how not to undress" pictures. Then came the "Now Everything's Zipped" pictures (LIFE, Nov. 8) and I did not find them at all offensive. Am I inconsistent or are there finesse, light humor and a practical motif behind the zipper pictures of which I failed to see in the earlier pictures?

Again, RCA's "Listen" is a wow of an advertising idea. I read it at

HERBERT J. GANS

Chico, Calif.

Kent's "End of the World"

Sirs

Since I am collecting all available material for a biography of Rockwell Kent, I was quite interested in his lithographs in the Nov. 1 copy of LIFE. Are the stones being preserved? Are prints being issued for sale? When will the stones prepared by Mr. Kent?

HUGH N. COMFORT
Instructor in English

Central State Teachers College
Edmond, Okla.

Mr. Kent prepared the stones in early October and has preserved them himself. Prints will shortly be put on sale by the Weyhe Gallery, New York City.—ED.

Sirs

Having been an admirer of Rockwell Kent's work for a number of years, I was pleased to see his "End of the World" portfolio in the Nov. 1 LIFE.

You say in your text, "... because they (the drawings) include a statement of personal imagination they represent what scientists fear from tomorrow."

If this is true, I think the scientists are wrong because drawings like those speak in the simple language of the people and, in so doing, reduce scientific incomprehensibilities to understandable and enjoyable things.

JOHN STRONG

New York, N. Y.

Sirs

Referring to your Nov. 1 issue where a notable artist Rockwell Kent portrays the esteemed Clyde Fisher's concepts of what we poor earthworms may anticipate as our lowly end, it seems to me that we have much to worry about when we see such much-lauded curators as Mr. Fisher, sinking up a fog of fantasia. We are already concerned with our warring neighbors, we are distraught over the labor unions and rival organizations, Communism, perjury, our liberty, we are fearful for our jobs, our health, our homes and hard-earned happiness. Why then, in God's Name, must men such as Mr. Clyde Fisher, aided and abetted by Rockwell Kent, give us more hideous thoughts upon which to dwell, more loathsome sights from which to shrink.

JEANNE FRALEY

Los Angeles, Calif.

Sirs

LIFE, Nov. 1 page 56 has in this caption under "Solar Fade-out" "... a few million years everyone will wear fur-lined clothes... Lakes and oceans will freeze up..." etc.

I object to your use of the figure few million years. According to the equivalence of mass and energy it has been computed that the sun radiates energy in a second that is equivalent to 4,000,000 tons of mass. In a year it radiates 140 million million tons into space. Fortunately for those interested in the persistence of the terrestrial protoplasm the sun will require a million million years to radiate away one-tenth of its present mass. By that time the rate of radiation will decrease enough so that it will take even longer for the sun to lose the second tenth of its mass. The life of the sun as a luminous body is much longer than ten

(continued on p. 5)



***"She starts mighty sweet
since we switched to Ethyl"***

Get quicker starts this winter at the "Ethyl" pump—and a better run for your gasoline money after you've started.

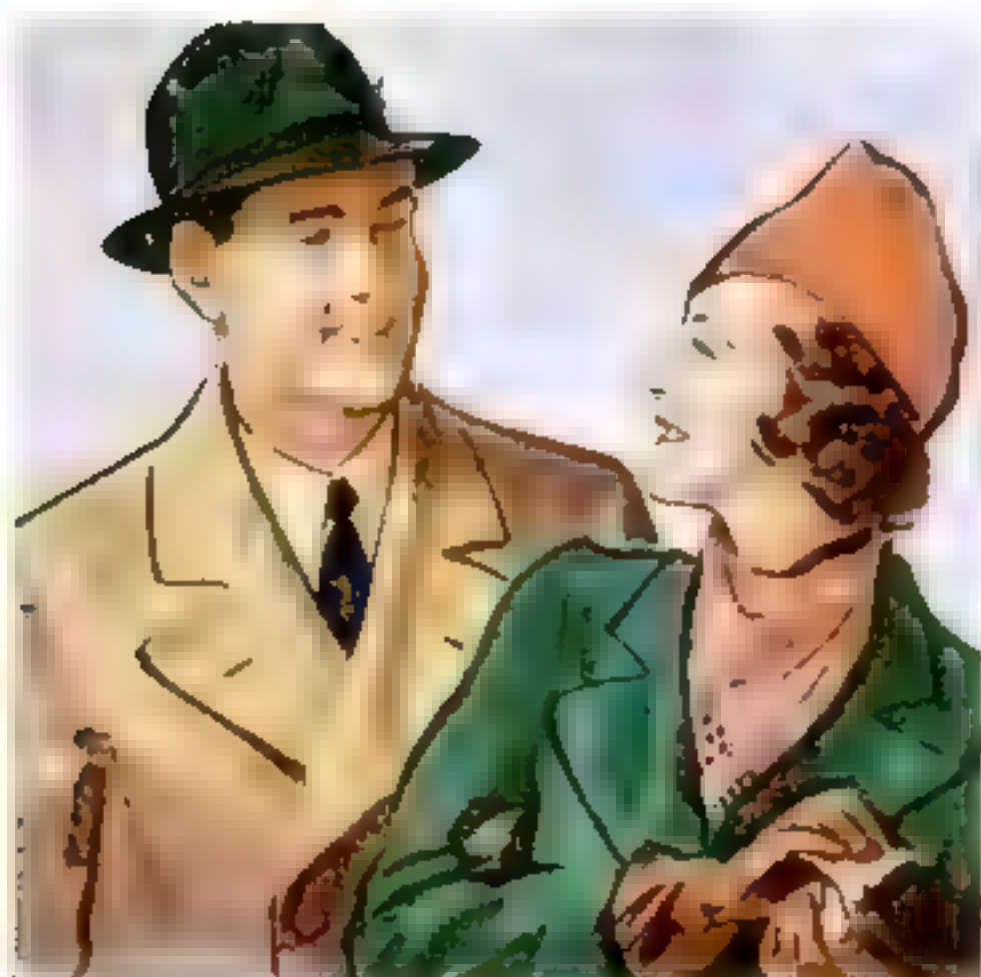
"Ethyl" is another way of saying *first-grade fuel*. It is highest in anti-knock value because it has more anti-knock fluid (containing tetraethyl lead) than you get in the best "regular-grade" gasoline.

It is *double-tested* for all-round quality (including quick starting) by your oil company and the Ethyl Laboratories. And by preventing harmful knock, Ethyl means savings on gasoline, 100% performance from your high-compression engine.



NEXT TIME GET ETHYL... A BETTER RUN FOR YOUR MONEY

"We said the same thing you'll say—and we were wrong"



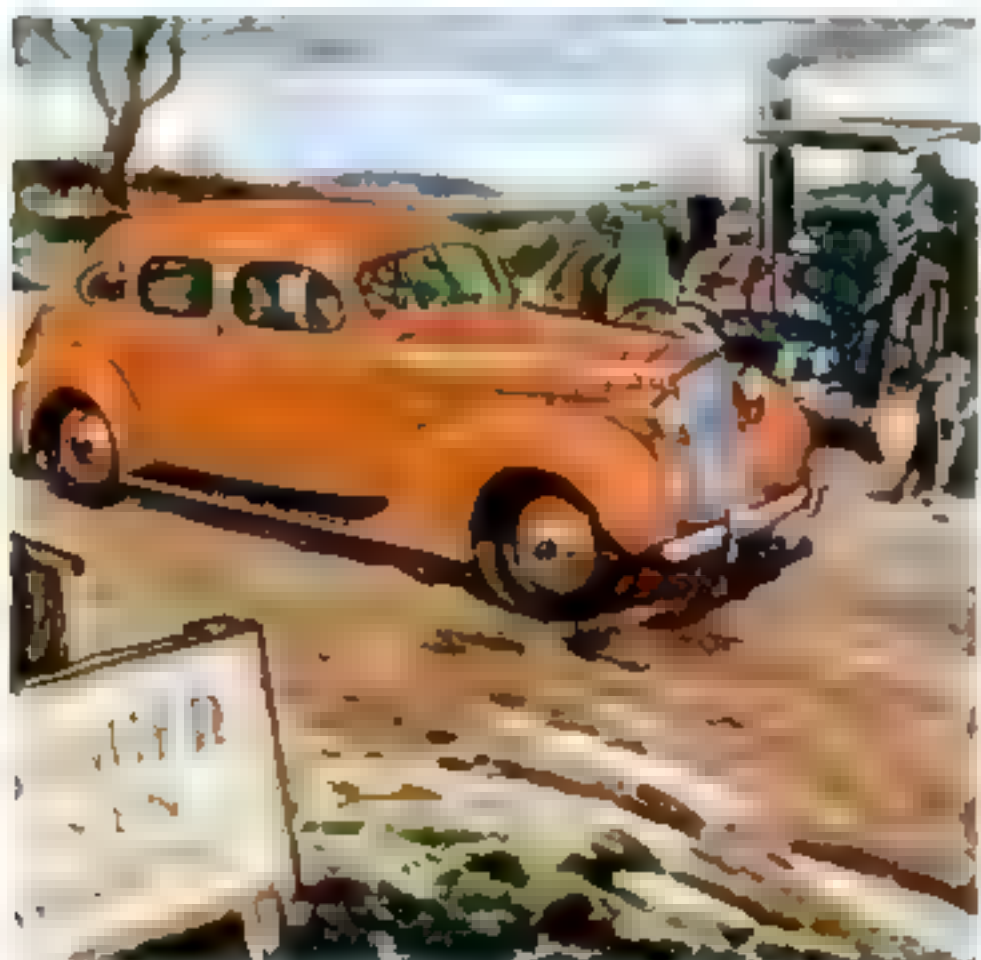
Alice and I had been reading about the new Packard Six and Eight. "Can't be," we said. "No automobile could be that good."



We went to the Packard showroom—and our skepticism started to melt the moment we clapped eyes on the car by the door, the new Packard Six. We'd always admired the distinctive Packard lines, but this year they're more beautiful than ever.



And when we got inside the car, we thought we'd stepped into one of the big, expensive Packards—until the salesman explained that both this year's Six and Eight are seven full inches longer in wheelbase than last year. And the bodies are lots wider, too.



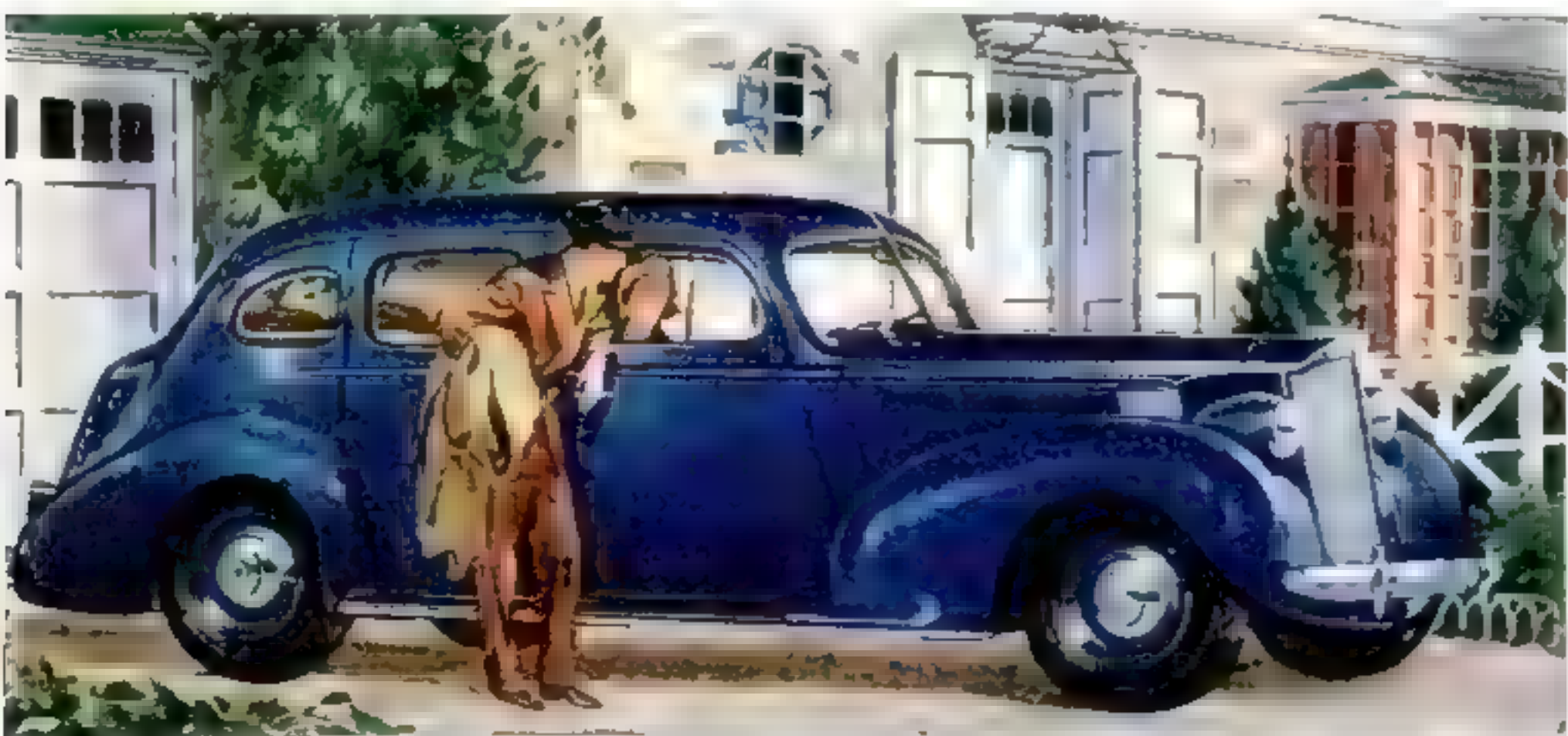
But we really caved in completely when we took our first whirl at driving the new Packard Six. So help me, it's absolutely true that these new Packards "make bad roads as smooth as macadam, and make smooth roads seem smoother than they are."



And on curves you can actually feel the increased rear wheel traction! I've never had such a feeling of security in a car. I don't understand the mechanics of the new Packard rear end, but I can testify it sure gives the car marvelous comfort and safety.



Quiet? That Packard's the quietest car that ever took the road. I'll hand it to the Packard engineers and University professors that really soundproofed an all-steel body with an all-steel top. They must have learned more in college than I did!



By this time, you're probably saying what we said . . . "No car could be that good." Then do what we did. Go to your Packard showroom. Learn, as we learned, that you can buy a Packard without straining your budget. Our old small car covered the down payment, and we worked out payments on the balance that suit us to a T. Are we proud of that

car! And we're going to stay proud of it, for we know it's going to stay looking like a Packard, stay in style, as long as we keep it.

And, I guess we're in the Packard family for life. When you can drive the car with the finest name in motoring, with no increase in upkeep, and with fewer service bills, why be content with anything else?

Each Tuesday night at 9:30 E. S. T. over the NBC Coast-to-Coast Red Network, Lanny Ross and Charles Butterworth have as their guest one of the topmost stars of radio, stage or screen. Don't miss Packard's big star-studded full hour show.

**1938 PACKARD
SIX & EIGHT***

**Formerly called the Packard 120*

ASK THE MAN WHO OWNS ONE



Are You a Doubter?

IF anti-freeze claims confuse you . . . and make you wonder how to choose between the many that promise protection and economy . . . remember that Super Pyro has saved and served well in the radiators of 11,000,000 cars.

This is proof that Super Pyro is an all-weather anti-freeze, proof that its low price of 25¢ a quart gives you *complete* and *safe* protection against costly winter damage.

It takes only two minutes to put in! In addition, it keeps the radiator and water jackets clean by stopping all rust and corrosion. Its patented ingredients insure longer service.

When the weather man says, "Freezing Temperature expected," you had better tell the service man, "Put in Super Pyro." But be sure you see the "Old Man Winter" sign; so you will know that you are getting the genuine product—sold by 90,000 dealers.

LOWEST COST PROTECTION



LETTERS TO THE EDITORS

(continued)

million million years. To my mind a few million and more than a million million are not equivalent figures.

JOHN S. ALLEN

Dept. of Astronomy,
Colgate University,
Hamilton, N. Y.

"We Girls"

Sirs

Your publication in the Oct. 11 issue of LIFE of the "Most Beautiful Athletes in Europe" has been the origin of much discussion among the group of girls to which I belong. Although most of us are of French-Canadian extraction, some are of Swedish and Finnish parentage and they feel that unless the Nordic competitors were very untypical of their race, certainly they should have been represented in at least one of the three first places.

We girls feel there should be more discussion of men's looks in the United States than there is. It would make the men more conscious of keeping themselves fit and in good figure. No matter what other faults they may overlook, most men nowadays expect their girl friends to be well-proportioned. Yet they seem to think that the appearance of their own bodies is very unimportant and can be sufficiently improved by clothes. But a woman has an equal right to expect her mate to be her ideal in body as well as in mind.

Beauty contests for girls have made it possible to discover what types are preferred by American men, but the men have no way of learning how the girls like them to be. In fact, because the girls have been too bashful to speak up, the men have gotten to think that all the girls want of them can be gotten with money. We girls want a chance to discuss men in the same way as men discuss us.

Are you surprised by the tone of this letter? Or do you agree with us that it is about time the girls turn the tables on the fellows, who have been going around discussing us like a bunch of flirts and expecting us to wear blinkers and say "yes" to the first proposal?

Well, we girls think LIFE is a swell magazine.

ANNA PELOQUIN

Woonsocket, R. I.

All thanks to Anna Peloquin and her girl friends for their views on male appearance.—ED.

Late Invitations

Sirs,

I would like to invite your magazine to a different sort of party in an old New England village. The last one of the season will probably be held this Friday.

GORDON CHANDLER

West Springfield, Mass.

Sirs:

Will you come to our party?

All classes of people are joining together to give a Desert Fashion Show, sponsored by the Women's Club, on Friday.

WINIFRED FARLIN BALCH

Twenty-Nine Palms, Calif.

(continued on p. 8)



One Christmas Gift they'll never forget!

Here is the gift that every member of the family will use and enjoy for years to come—a Remington Portable Typewriter. For Mother—her writing duties will be a pleasure instead of a bore. For the Youngsters—from grade school through college, a Remington Portable will mean higher marks and faster progress.

The Remington line of portables is the most complete in the world. There is a Remington exactly suited to your purse and purpose. Prices start at \$39.50 for the "Junior" and there is a wide range of models. All Remingtons are available on an easy payment plan if desired.

See the complete Remington line at any good Dealers, or mail the coupon for illustrated catalogue giving prices.



The Junior \$39.50



The Streamlined \$54.50



The Speedster \$64.50



The Noiseless \$69.50



The De Luxe \$73.50



Portable Typewriter Department, 15-214
Remington Rand Inc.
Buffalo, N. Y.

Without obligation, please send me catalogue of the Remington Portable line with prices and free trial offer.

Name

Address

City & State

LIFE in the home calls for IMPERIAL TABLES

LIFE in the home calls for tables — a variety of smartly selected little masterpieces. In the living room, alone, 6 to 11 will not be too many when conveniently arranged by your seating pieces, with perhaps a special reading center or game grouping. From the hospitality of the console and mirror in the hallway to convenient accessory tables in dining room and bedrooms, tables are inseparably linked with the enjoyment, comfort, and beauty of your home.

And when you select tables, always choose Imperial's — because for more than 30 years Imperial has had the reputation of being the foremost creator of fine tables in America. The famous Imperial Green Shield trade-mark is your assurance of authentic styles, skilled craftsmanship, rich finish and enduring beauty and satisfaction.



Tier Tables are ideal for those whose hobby is "growing things" or collecting odd little decorative gadgets. They are smart, fashionable, and convenient in so many useful ways.



Chairside Tables provide that necessary luxury of having a "place to put things" near at hand by every comfortable chair that you or your guests love to plop into. A lamp for reading, a tray for cigarettes or ashes, or for your favorite book or bon bons — there should be a convenient small table by every seating piece.

The Cocktail Table for your entertaining — whether it be for serving an afternoon spot of tea or for dinner time cocktails — is as indispensable for the success of a smartly groomed affair as your selection of the proper gown.



SEND TEN CENTS for this new 32 page booklet, profusely illustrated, featuring Imperial's authentic reproductions of rare antiques and museum treasures. Please Write Dept. 7-11

IMPERIAL FURNITURE CO., GRAND RAPIDS, MICH.

LETTERS TO THE EDITORS

(continued)

Cadillac goes on a treasure hunt tomorrow at 7 p.m. I feel that it would be worth your while to cover this event as it may be the last one of the season.

MRS. ROBERT PETRIE
Cadillac, Mich.

Though LIFE is very busy socially, it hates to miss good parties because invitations arrive too late to be accepted or regretted. Would LIFE's hosts please hereafter allow more time for LIFE's editors to R. S. V. P.?—ED.

French Freedom

Sirs,
Before you make such sweeping general statements as the one in your Oct. 25 issue ("America is the only country in the world where staging of *I'd Rather Be Right* is conceivable") you should recall the fact that in *Liberé* is also a pretty cherished ideal of the Frenchman and that he is very fond of a peculiarly French variety of entertainment (the *chansonnier* theatre) where for years he has applauded a riotous blending of music and political satire.

I have just seen a performance at a prominent *chansonnier* theatre here where the tenor of the political satire was certainly just as strong as in *I'd Rather Be Right* and which featured Monsieur le Président de la République (Albert Lebrun) among countless other living political bigwigs, domestic and foreign.

JIM ST. CLAIR

American Consulate General
Paris, France.

Sewage Plants

Sirs
Allow me to congratulate you on including, in the Nov. 8 issue of LIFE, pictures and material which should merit public interest and consideration. I refer to pages 38 and 39 showing the new Ward's Island Sewage Treatment Plant of the City of New York.

However, LIFE readers might get the idea that only large cities are building such facilities. Quite the opposite is true, for Illinois alone has over 200 municipalities having sewage-treatment works. The public is gradually awakening to the fact that polluted streams need not be tolerated. Such pictures and technical descriptions (which by the way are exceptionally well done) have great educational value.

CLARENCE W. KLASSEN

Illinois Department of
Public Health
Springfield, Ill.

Uncle As Stand-In

Sirs
In LIFE, Oct. 18, I recognized a picture of my uncle, Dr. W. W. Dearborn, who is stand in for my favorite cinema star, William Powell.

We have not seen Dr. Dearborn for several years but, since I have always been aware of his marked resemblance to Mr. Powell, I must say I was very little surprised to pick him out among a group of

CHAS. L. A. PAPANTI
Canton, Mass.

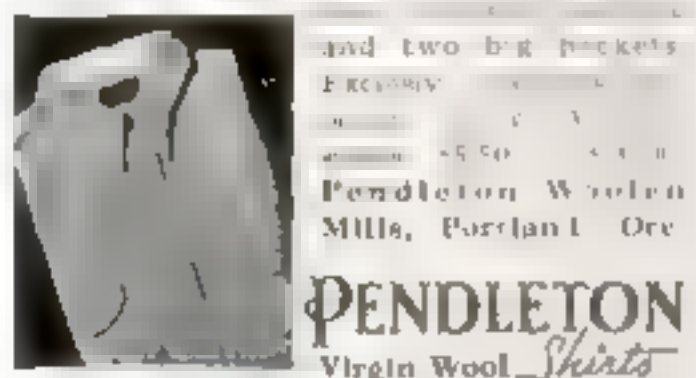
GIVE HER Loveliness

Put beauty at her finger-tips this Christmas with one of these attractive La Cross manicure sets to keep her hands lovely all year.



ZANE GREY WEARS PENDLETON SHIRTS

Zane Grey wears a Pendleton Shirt. Whether fishing for the White Death under a blazing tropical sun, or for trout in New streams. He finds—and so will you—is nothing that equals it for and no matter what the weather. You will find a Pendleton Shirt as a... Pendleton Shirts are made from... fleece wools. I... I cut, pre-shrunk, and



Gentlemen
Please send illustrated sheet...
Name...
Address...
City... State... 1-2

STATE OF WASHINGTON WHERE HUSKIES GROW PROCLAIMS "THE APPLE HOUR"

MISS SHIRLEY JOY ELLIS, chosen "Miss Western America," invites the Nation to "enjoy a Washington State apple each night at the bedtime 'Apple Hour'." Behind her (left to right) are apple eaters Ray Daughters, who has developed a number of Washington's world-famous swim stars; Al Ulbrickson, crew coach of the Poughkeepsie and Olympic champions; Jack Medica, Olympic swimming champion at 400 and 1500 meters. With many a Washington "husky," the "Apple Hour" has been a dietary habit for years.



Life insurance statistics show that people live longer in the State of Washington. For example, life expectancy for a 20-year-old here is over a year more than the U. S. average. This may be due, in part, to the State's "protective" foods, of which Washington apples are notable.



Hour before bed each night, out comes the apple bowl in this Washington home. "Our rosy-cheeked apples from the valleys of the Wenatchee, the Yakima, the Okanogan and the Spokane are grand for you," claim robust Washington citizens. Health records seem to bear out this belief.

Blessed with long summer days, cool nights, and a volcanic mineral-rich soil, Washington grows juicier, more flavorful apples. They offer you calcium, which helps build sound teeth. Also iron. And eating them helps your body to absorb the calcium and iron in other foods. They offer vitamins A and C. And pectin, to promote normal intestinal activity. Grocers now have the Jonathan and Delicious. Enjoy some tonight.



WASHINGTON STATE APPLES



For free booklet, write to Washington State Apples, Yakima, Wash

SPEAKING OF PICTURES . . .



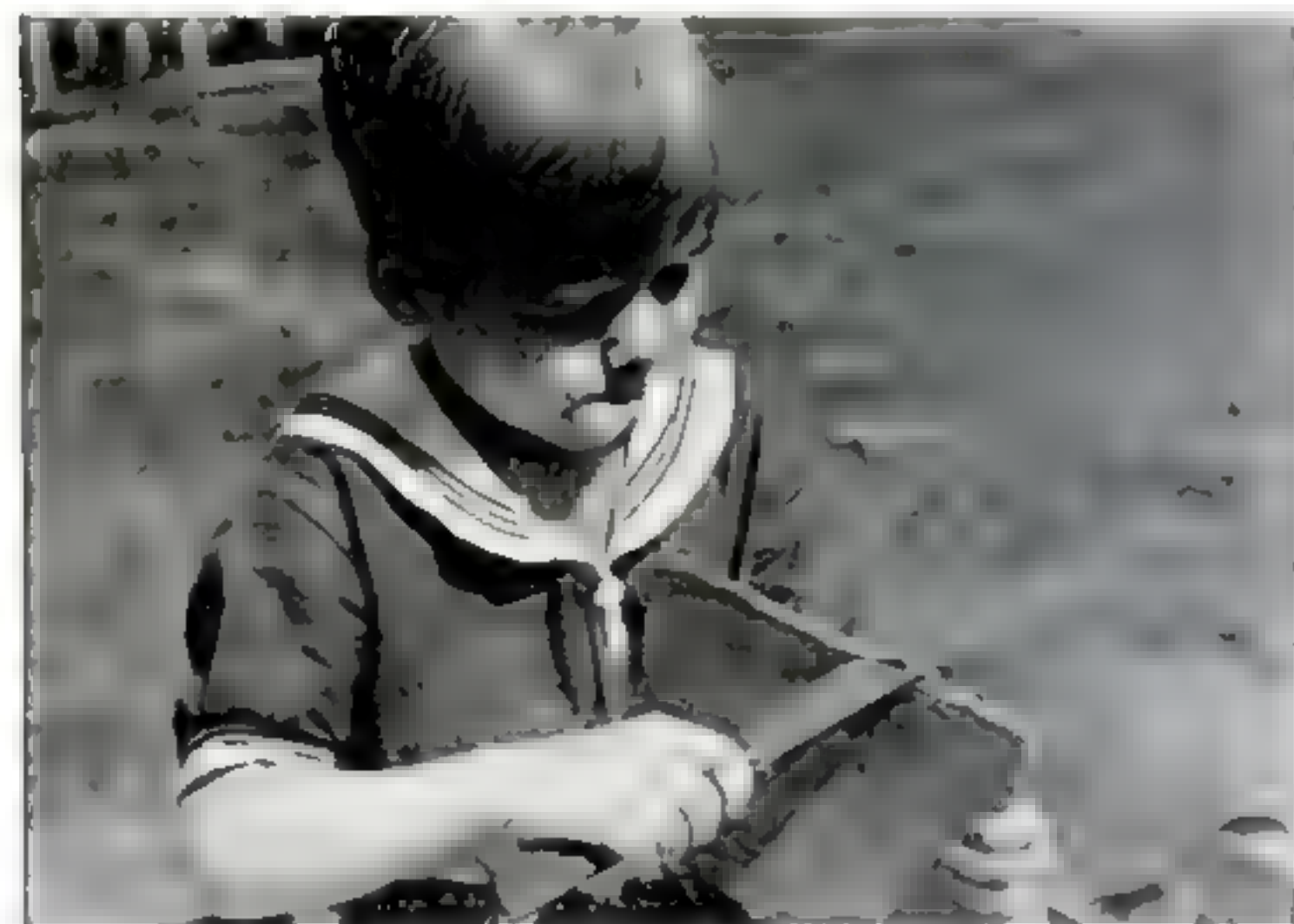
DON'T LEAVE YOUR GUN UNDER YOUR PILLOW

"A loaded revolver," the Red Cross warns, "is no respecter of innocence. Handling firearms causes 750 accidental deaths a year. Keep them locked and out of reach of children."



DON'T SMOKE WHILE PLAYING SANTA CLAUS

"Santa should be the most careful person in the world in regard to smoking while he is in his Christmas best. The flowing white beard is made of highly inflammable material."



DON'T WHITTLE WITH THE KITCHEN KNIFE

"Parents should be very careful that their children are not allowed the use of large and sharp knives. Few children realize the importance of knowing how to whittle properly."



DON'T MONKEY WITH A BUZZ SAW

"The slightest slip and this worker would be minus a finger or a whole arm. Pushing the planks into the saw should be done from the side with a piece of wood to guide the plank."



DON'T PUT ELECTRIC FANS ON THE FLOOR

"The practice of placing fans on floors to cause a draft has resulted in injuries to many children. Frequently clothing is caught in the fan drawing person into the sharp blades."



DON'T FOOL AROUND WITH A FUSE BOX

"This man is using a screwdriver on a fuse connection while, at the same time, his hands are resting on the metal fuse box, forming a perfect channel for current through his body."

... THESE ARE RED CROSS "DON'TS"

A happy hunting ground for insurance-company statisticians is the American home which, these experts point out gloomily, is the most dangerous place in America so far as accidents are concerned. Last year, 111,000 Americans died as a result of accident. Of these fatal mishaps, 38,500 occurred in the sanctity of the home. Motor accidents killed only 37,800.

For the past few years, the American Red Cross, which is now conducting its annual fund-raising campaign, has endeavored to make America more aware of the risks of home life. This year the Red Cross had a Home Inspection Week (Oct. 24-31) during which householders were urged to look about their homes and eliminate danger spots. To show clearly where danger lurked, the Red Cross distributed a set of photographs, some of which are printed here. Most photographs of this sort are either pedantic or lurid but the Red Cross avoids both these pitfalls. Their pictures are graphic, realistic and have considerable human interest. The pictures were distributed to newspapers and also sent to schoolchildren who mounted them in exhibits, then trotted about their towns persuading shopkeepers to display them in store windows.

The captions quoted here were written by the Red Cross from data gathered by the National Safety Council. The Council's investigations reveal that falls and burns are most common fatal accidents in the home. A Kansas study shows that, of fatal falls, 39% took place in bedrooms, 21% in living rooms, 16% on stairs. Of total burns, 43% were inflicted outside the kitchen.



DON'T PUT YOUR HAND INTO A MOWER

"In this picture, the man has his fingers in the blades of a horse-drawn mower. The slightest movement on the part of the horse and a finger or whole hand might be missing."



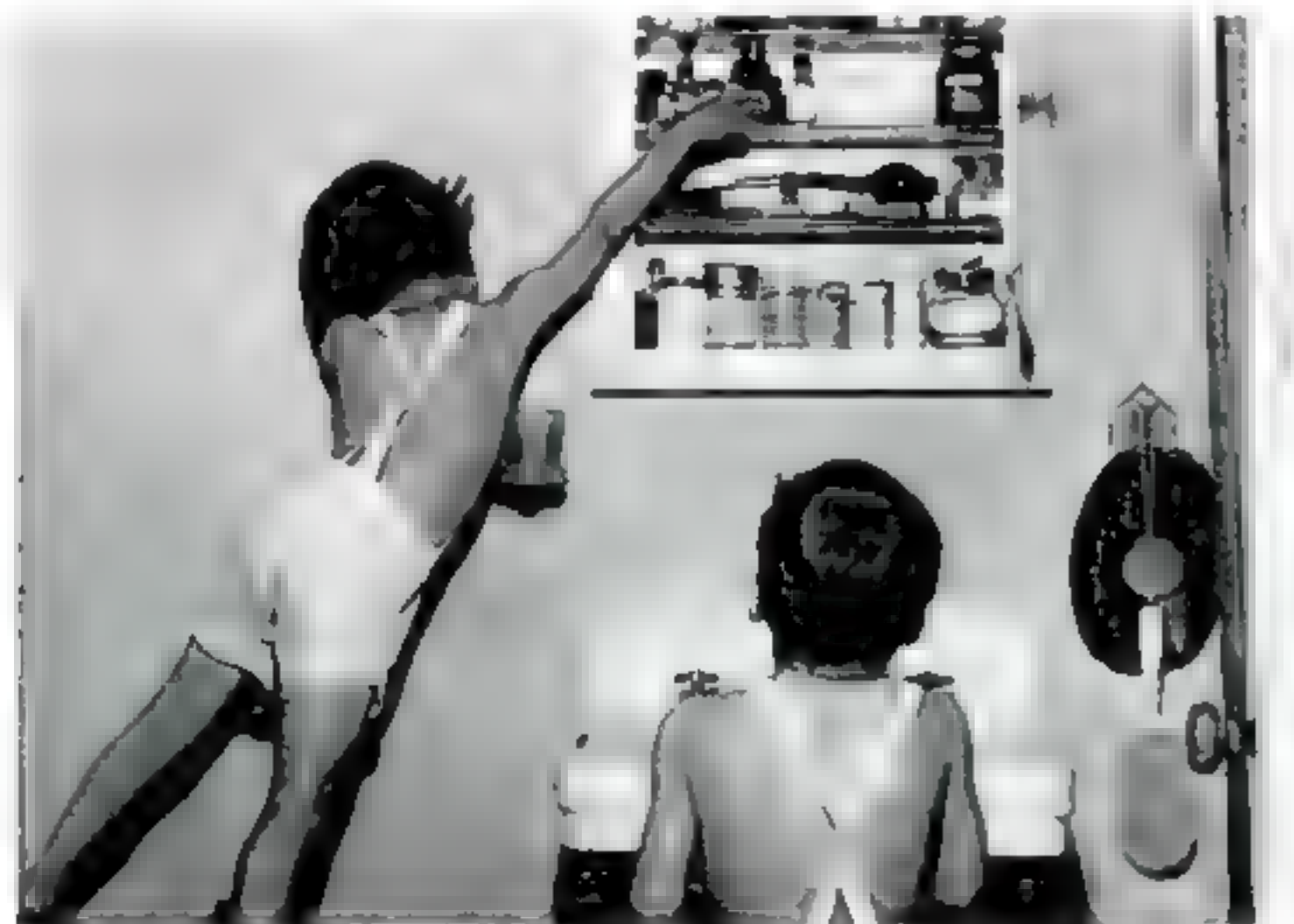
DON'T LEAVE TOYS ON THE STAIRCASE

"Playthings left on stairs have deprived many an American home of its mother. In the 25-to-44-year age group, falls make up more than a third of 38,500 home-accident deaths."



DON'T OPEN TIN CANS WITH A KNIFE

"Injury and even possible death lurk in this awkward kitchen maneuver where a slip and a cut may result in a bad wound with ensuing infection from the knife or from the can."



DON'T LEAVE YOUR MEDICINE CHEST OPEN

"700 children under 14 who die from accidental poisoning in a year would be alive today if scenes like this were eliminated. (Note the double threat: An ugly fall could result here.)"



DON'T TURN ON LIGHT FROM BATHTUB

"Everybody knows water is conductor of electricity but many people die using electrical appliances around baths or while standing in tub of water when they switch on connections."

Chrysler Sweeps On

IN THE LOW-PRICED FIELD!



CHRYSLER Royal
MORE FOR THE MONEY
IN THE LOW-PRICED FIELD!

**TWO NEW
Beauties
FOR 1938**

CHRYSLER Imperial
PHENOMENAL PERFORMANCE
AT A REMARKABLE PRICE!

MORE FOR your money... you can see it at a glance in the great new Chryslers for 1938!

That beauty pictured above is the new Chrysler Royal... smartest-looking low-priced car ever built! Look at that big handsome radiator... the beautifully modeled grille! But eye appeal is just part of the story.

A bigger Gold Seal engine... now 95 horsepower. Three inches longer wheelbase... now 119 inches. The finest ride you ever experienced... based on Airflow principle of springing... Aero Hydraulic Shock Absorbers... independently sprung front wheels.

Inside... beauty and perfection everywhere. In the smart, new instrument panel... the deep, rich

upholstery... the glorious roominess... the 49 inch rear seat... the 96½ inches of space from windshield to rear window!

A real Chrysler! And in the low-priced field! Drive the new Royal... see for yourself exactly what that means!

The Beautiful Imperial

A BIG, fast-stepping beauty at a remarkable price... that's the new Chrysler Imperial for 1938!

The new, bigger engine packs 110 horsepower... silky-smooth

with Floating Power. It's the most velvety—most responsive engine—in all Chrysler history.

The low-swung grace... the amazing amount of room... come from longer wheelbase... increased 4 inches to 125 inches.

Chrysler's greatest engineering features! Safety *All-Steel* Bodies... hydraulic brakes... dual carburetion... Airflow weight distribution... independently sprung front wheels.

Long famous as Chrysler's finest, the 1938 Imperial hits a new peak

in performance and luxury... yet it sells in the medium-price range.

Get behind the wheel of this split-second performer. It's a car of surpassing luxury at a truly remarkable price!

★ ★ ★

Easy to buy on convenient terms with the Official Commercial Credit Company plan

☆ **NEW 1938 ROYAL**... 95 horsepower, 119-inch wheelbase. Ten body types.

☆ **NEW 1938 IMPERIAL**... 110 horsepower, 125-inch wheelbase. Six body types.

☆ **NEW 1938 CUSTOM IMPERIAL**... 130 horsepower, 144-inch wheelbase. Three body types.

Tune in on Major Bowes, Columbia Network, every Thursday, 9 to 10 P. M., E. S. T.

BETTER Engineered... BETTER Made!

SPEAKING OF PICTURES

(continued)



DON'T SMOKE IN BED

"People falling asleep while smoking in bed keep firemen up at night. This habit is one of the chief causes for more than 7,000 persons dying of burns in a year."



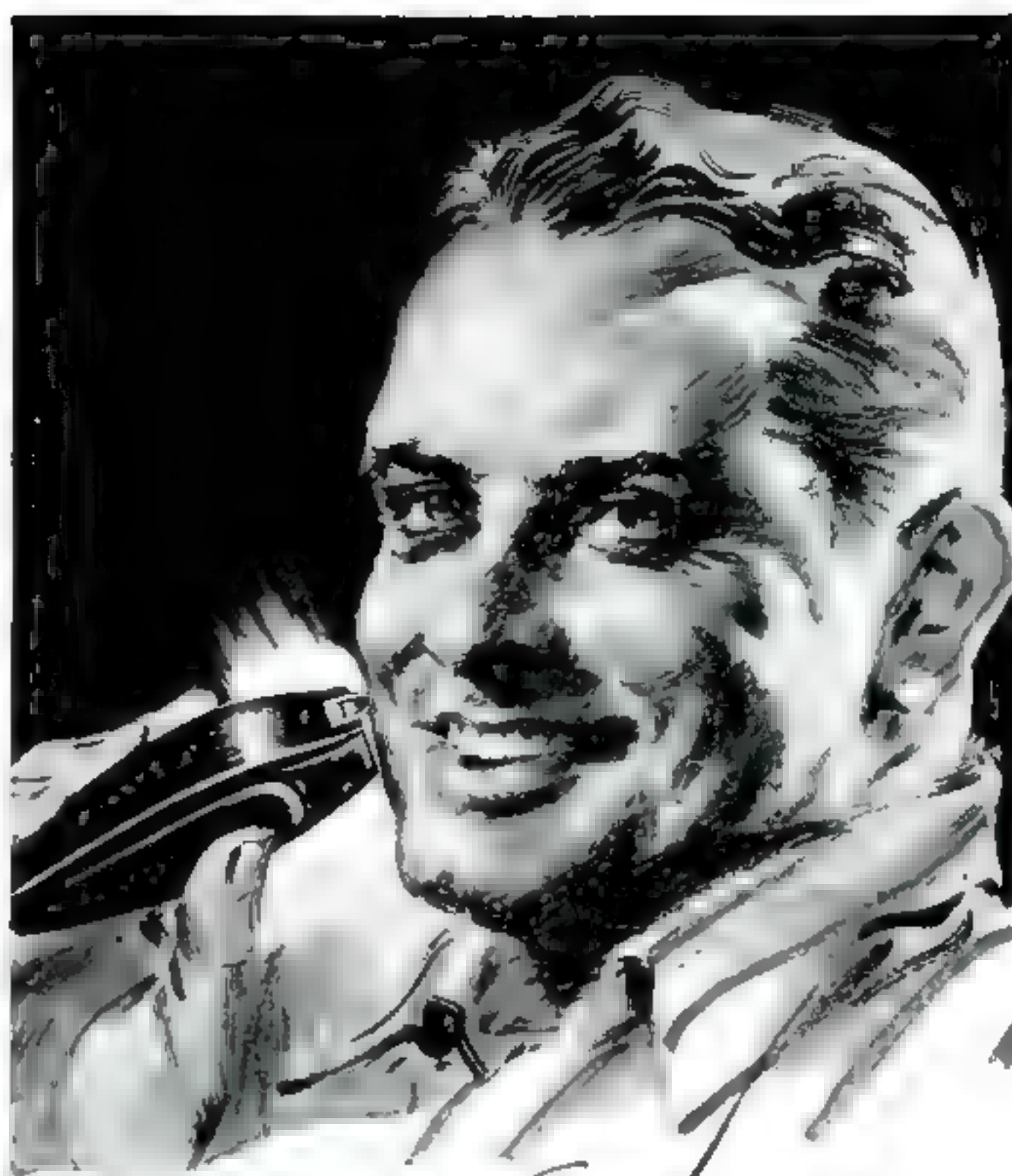
DON'T USE A ROCKING CHAIR FOR A LADDER

"Short cuts like this cause an annual disaster ten times greater than the *Titanic* sinking when 1,517 died. Some 15,000 persons a year die from falls in homes."



DON'T HANDLE BULL WITHOUT STICK

"This stick has a snap on the end, operated from top of handle, which fastens through a ring in bull's nose, keeping a safe distance between animal and farmer."



EVERY MORNING IS A *"Good Morning"*
WITH A

SCHICK SHAVES

■ It's the happy way to shave! A man goes to the breakfast table smiling. The morning coffee tastes better—the whole day seems brighter when there can be no smarting, stinging or cut face from the morning shave.

The quick, smooth and gentle action of the Schick leaves the face without a sign of stubble and, with continuous use uninterrupted by blade shaving, the skin becomes naturally soft and younger looking.

The Schick has no blades

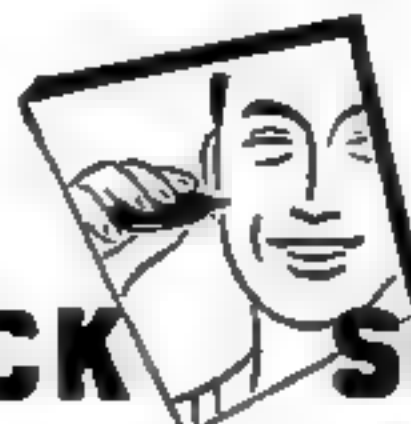
—it cannot cut.

With the Schick you use no soap, water, brush or lotions—no facial preparation whatever.

Any authorized dealer
will show you

He will explain how simply and easily you can learn to shave the Schick way and change shaving from a dreaded nuisance into a positive pleasure. [\$15 AC and DC.]

SCHICK DRY SHAVES, INC.
STAMFORD, CONN.
Western Distributor: Edises, Inc.
San Francisco. In Canada: Henry Birks &
Sons, Ltd., and other leading stores



SCHICK SHAVES
NO BLADES • NO LATHER

TO THE MILLIONS OF MEN WHO MUST KEEP APPEARANCES AND EXPENSES

We Present **TruVal** *Shirts and Pajamas*

• If in your business and social life you must match the best dressed but avoid extravagance, *TruVal* is a boon. For *TruVal*, alone among moderately priced shirts, achieves the same smart appearance, the same perfect fit and tailoring heretofore confined to high-priced shirts.

TruVal can give you this assurance because it is made by the world's largest shirtmaker with 60 years' experience and possessed of every resource and art known to the shirt industry. If you have always wanted fine shirts but balked at paying fine-shirt prices, try *TruVal*, tomorrow.



TruVal's collar, alone in its price field is made under the one best fusing process, tested and approved by the American Institute of Laundering. This is a token of quality, and a definite guarantee that *TruVal's* collar will stay smooth and unruined from dawn to bedtime.



TRUVAL SHIRTS IN WHITE AND FANCY PATTERNS . . . \$1.15 and \$1.35



Ask your dealer to show you *TruVal* high fashion sports shirts. \$1 and up.

FOR BETTER SLEEP . . . *TruVal* gives you a wide choice of striking new colors and styles that include the easy-to-slip-on middy top, the surplice, the tuxedo, and the Russian tunic. You'll like

TruVal's comfortable arrangement of adjustable buttons and "Lastex" inserts.

TruVal PAJAMAS . . . \$1.35 and \$1.65

TruVal True in Fabric . . . True in Style . . . True in Value

FOR THE NAME OF YOUR LOCAL TRUVAL DEALER, WRITE TO TRUVAL MFGS., INC., 261 FIFTH AVENUE, N. Y.

LIFE

Vol. 3, No. 22 November 29, 1937

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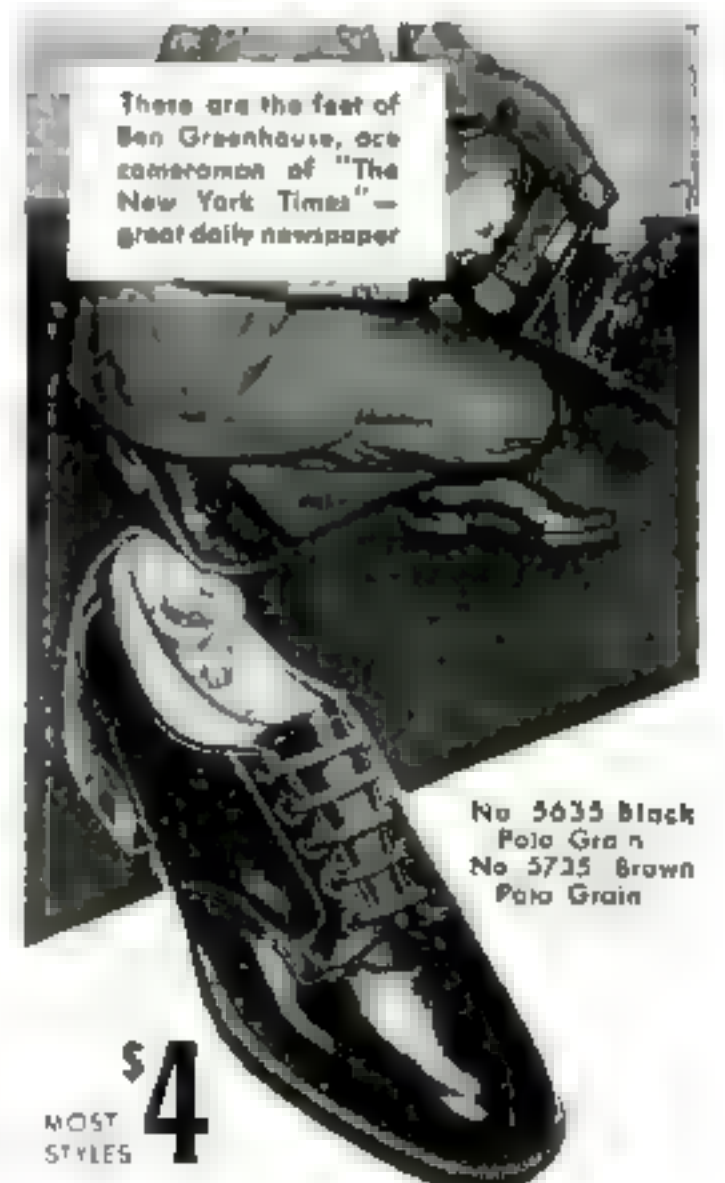
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feet THAT FOLLOW THE NEWS

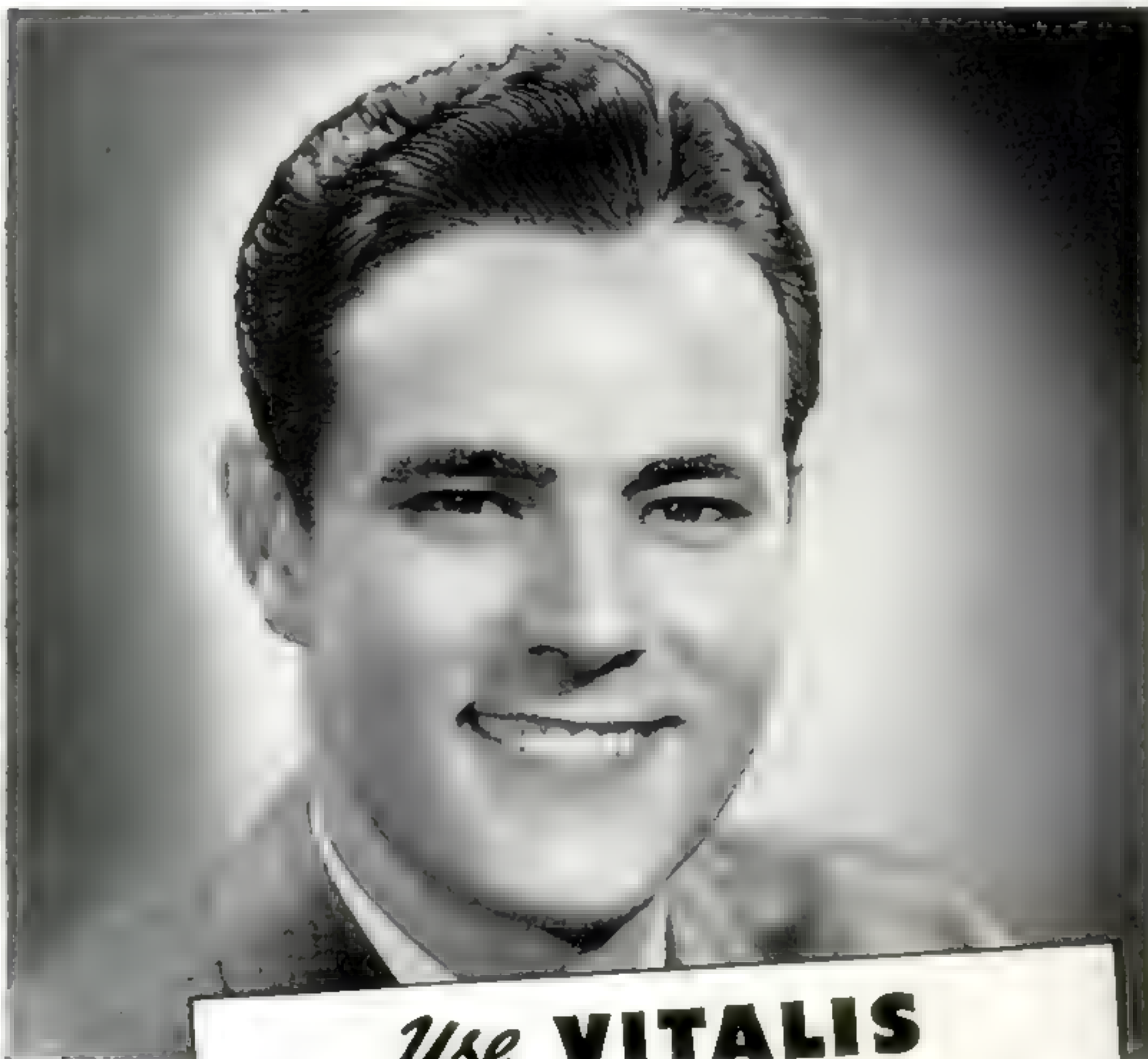
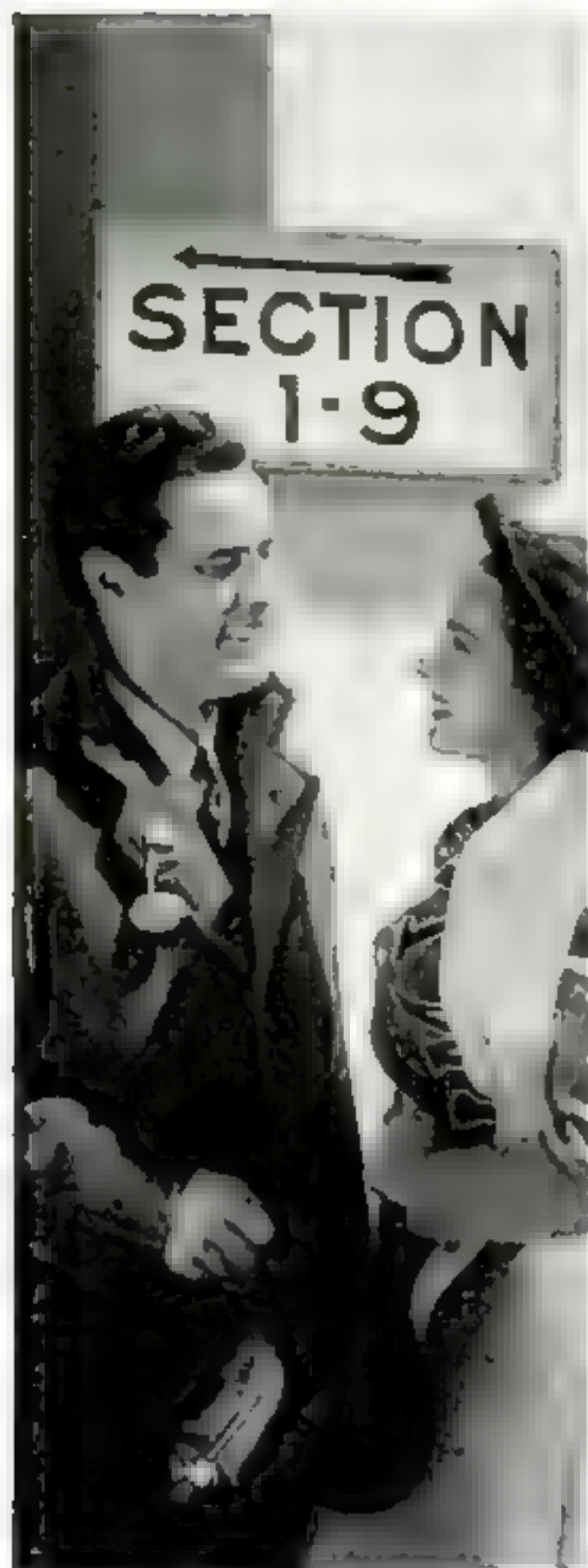
ARE the feet of the world's crack news photographers who work hard to win the approval of thousands with their pictorial coverage of the day's news.—In Fortune Shoes, your feet win the critical approval of every eye you meet. Fortune Shoes are smartly styled—scientifically built for active comfort—at a price surprisingly lower than you expect!

Polo Grain's mellow finish gives particular distinction to this sturdy Fortune plain toe blucher oxford. Note the heavy sole, built for stout, all-weather wear. Style specified for day-long wear, rain or shine, with soft worsteds and the other soft weaves popular for town and country this season.



FORTUNE SHOES
 SEE THE SIGNED O.K. CERTIFICATE PACKED WITH YOUR FORTUNE SHOES

When Appearances are Important — *well-groomed Hair can assist you!*



WHETHER you're headed for the "big game" or setting out for an important business appointment—let healthy, handsome hair add to your appearance—give you the self-assurance that comes with good grooming. And the simple, easy way to have good-looking hair is with Vitalis and the famous "60-Second Workout."

Just apply Vitalis to the scalp with a brisk massage. Feel the exhilarating tingle as circulation awakens. Your scalp loses its tightness—it becomes "looser," more flexible—your hair takes on a rich, new lustre. Then the pure vegetable oils of Vitalis help the health of your scalp—overcoming dryness. Only 50 seconds and your hair has a healthy, handsome look.

Now take 10 seconds to comb and brush. See how firmly and handsomely your hair stays in place—just as you want it. And no trace of that very objectionable "patent-leather" look.

Start today to use Vitalis and the "60-Second

Use **VITALIS** and the "60-Second Workout"



1 50 SECONDS TO RUB—Circulation quickens—flow of necessary oil is increased—hair has a chance!



2 10 SECONDS TO COMB AND BRUSH—Your hair has a lustre—no objectionable "patent-leather" look.



Workout." Let your hair show you how handsome and attractive it can be. Get a bottle of Vitalis at your drug store today. You'll have hair you can be proud of—hair that increases your self-assurance—hair that wins admiration and respect.

WARNING—For your protection in the barber shop—genuine Vitalis now comes only in the new, sanitary Sealtubes—sold by barbers who display this seal. Accept no substitutes. Insist on Sealtubes!

VITALIS AND THE "60-SECOND WORKOUT" HELPS KEEP HAIR HEALTHY AND HANDSOME



"SENATOR, WHAT IS THE GOVERNMENT GOING TO DO FOR BUSINESS?"

Above, behind the red plush curtains of the rococo Presidents' Room off the Senate chamber in the U. S. Capitol, Turner Catledge, ace Washington reporter for the *New York Times*, is putting that question to the powerful Senate Finance Committee's Chairman Pat Harrison. Elsewhere in Washington, as Congress convened in special session, Nov. 15, other reporters were asking the same question of other Congressmen who had arrived with the question, dinned by their constituents, still ringing in their ears.

What is the Government going to do for Business? Lying ill in his White House bedroom with a toothache and intestinal upset, President Roosevelt was asking

the question of himself. In offices, on street corners, in homes and hotel lobbies throughout the land, businessmen and plain citizens were asking it of each other. In the press, the question swelled to a mighty roar which blanketed all other issues, turned a hot spotlight on worried, bewildered Congressmen dawdling under the dome of the Capitol (*see front cover*) and fixed one fact and two astonishing ideas firmly in the public head:

- 1) There is a serious business recession in progress.
- 2) The Government got us into it.
- 3) It is up to the Government to get us out.

The Government prepares to help business by easing its tax load

Revising taxes, was Senator Harrison's reply to Reporter Caldwell and the nation. Most of his colleagues said the same. Thus, the most promising rays of light in Business gloom shone jointly from Secretary Morgenthau's windows in the Treasury Building (left) and the illuminated dome of the Capitol a long mile down Pennsylvania Avenue.

Devil Tax No. 1, by nearly unanimous agreement, was the corporate undistributed profits tax. Second most unpopular was the capital gains tax. But Congressional tax committees, repenting of their slapdash ways, were determined on a thorough job this time, would promise no new bill until mid-January.



Secretary Morgenthau, bent on balancing the budget, was worrying nights because new taxes must be found if old ones are cut. The picture behind his desk is one of Eleanor Roosevelt.



Chairman Fred Vinson of the House Ways & Means subcommittee, busy drafting a new tax bill, daily told reporters of new plans to ease business taxes, especially on small businesses.



Relief Administrator Hopkins gloomed over declining business as the U. S. Conference of Mayors, convening in Washington, demanded greatly increased appropriations for relief.



Speaker McNary learned that family business was also poor when his daughter Talulah & husband arrived to report that her new Broadway play had closed after five performances.



Over three national networks, Chaplain Montgomery implored Divine guidance for the convening House (right). Left: signs on Congressional office doors.





Senate filibusters on antilynching bill while House marks time

President Roosevelt's special session of Congress got off to a poor start. The Senate whiled away the first week with a filibuster by Southern Senators against an antilynching bill. Above, the star filibusterer shows how he did it. He is Tom Connally of Texas, an old-school Democrat. Filibusterers are not expected to make sense. Their purpose is simply to talk a bill to death by preventing a vote. Climax of Senator Connally's six-hour turn—in the course of which he apostrophized "these old desks, these old walls, these swinging doors,"—came when he announced that he knew one Supreme Court Justice who would not vote to sustain the bill and thereupon handed up to the clerk to be read entire a five-hour speech made by ex-Senator Hugo L. Black in support of an antilynching filibuster in 1935.

Meantime the House, prevented by Republicans from frankly recessing until it decided on something important to do, bickered noisily. Most of the time the chamber was as empty as you see it at right. Once, above the babbling of his colleagues, a loud-voiced Pennsylvanian shrieked: "We were called here by the President to transact business? Is this the way to transact business?"

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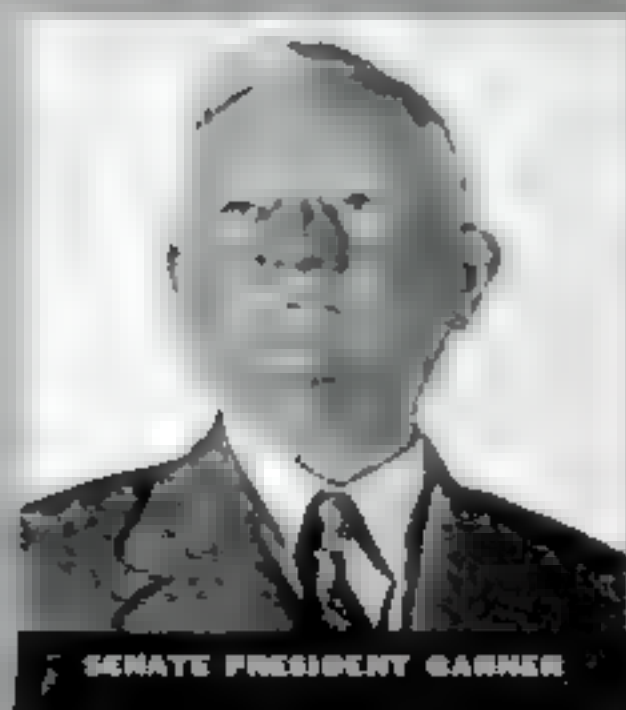
THE SENATE RESEATED:

Congress was at last getting on its feet. At last, at last, Congressmen had come back primed to help business to show their independence of President Roosevelt. The trouble was that they found nothing of his ready to be opposed. His anti-wage & hour control, anti-trust administrative reorganization and regular planning were still in concrete. And nearly five years of White House domination. Congressmen had apparently lost the knack of producing alternatives under their own steam.

Whether they would soon regain that knack remained to be seen. But there could be no question of their changed mood. Unanimously, representatives agreed that after coming over with a new Congress, a new Congress had come back, one vastly different not only from the original Democratic family which convened last January but also from the shattered body which departed last August.

In the Senate chamber, under a new Democratic majority set on Vice President Garner's right. Across the aisle, announced Republicans and new cracks, Progressive Farmer Labor Independent plus a Democratic overflow in back row. As late as last January this seating in cracks and overflow excepted was indication to voters reasonably realistic.

Now it does not remotely correspond to political realities. Hence some Washington correspondents whose business it is to chart political trends, list



COAT-TAIL RIDERS

Page 2



NEW DEALERS



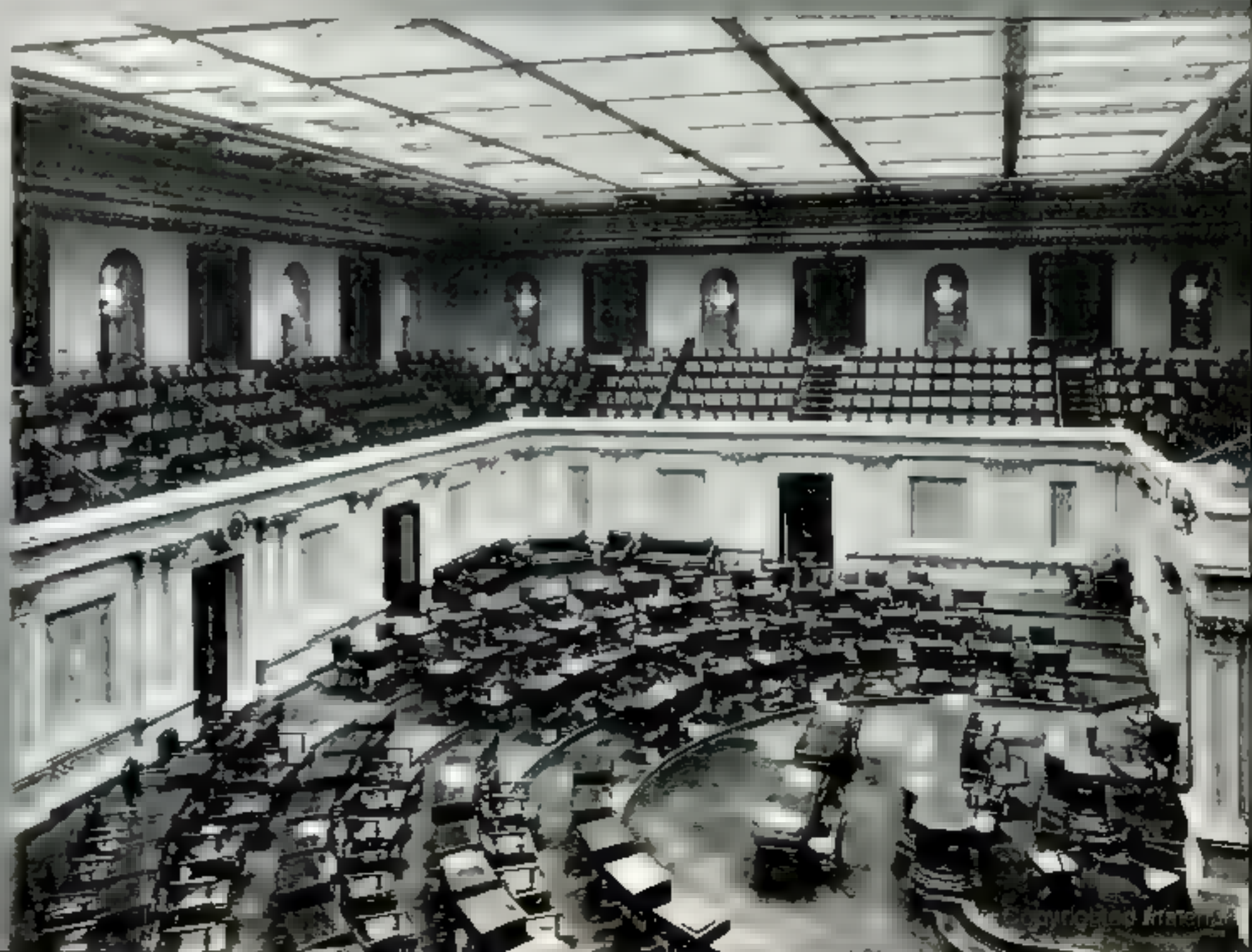
A WORKING BLUEPRINT

week began mapping out the resulting Senators according to their new moods. Their result appears above. Other seasoned observers would make a few shifts. Individual Senators would unquestionably make many. But the chart is nonetheless useful as a rough working blueprint of political understanding and prediction, as of Nov. 20, 1937.

On the flank of the old Democratic side now sit 14 genuine New Dealers, who can be expected to support President Roosevelt because they share his convictions. Next come 21 Coat-tail Riders, who can be expected to support the President because they still have faith in his political popularity.

Across the centre aisle now sits not an impotent handful but an overwhelming Senate majority. This division registers the great new fact that almost half the Senate's votes can no longer be predicted with any surety. But for working purposes, the Unpredictables fall into three groups: 1. Mustangs, whose votes never could be predicted but who tend to go along with the New Deal; 2. Politicians, who may go either way as they deem expedient; 3. Conservatives, including most Southern Democrats, who tend to go with the group on their right. That group consists of Anti-Roosevelt Die-hards, good safe odds on their voting against almost anything Franklin Roosevelt proposes would be about 50-to-1.

West Virginia's Rash Holt is in a class by himself.



A "MAIN STREET REVOLT" SCARES CONGRESSMEN WORRYING ABOUT 1938 RE-ELECTION



Congressman Sam Pettengill of Indiana is a Democrat who says: "I am for all of the New Deal that is constitutional and Jeffersonian, and which the nation can pay for."

NAPPANEE LUMBER & MANUFACTURING COMPANY
DISTINCTIVE FURNITURE
— — —
NAPPANEE, INDIANA

This letter from a worried constituent was waiting for Representative Pettengill when he got back to Washington. It says what most Congressmen are hearing from back home.



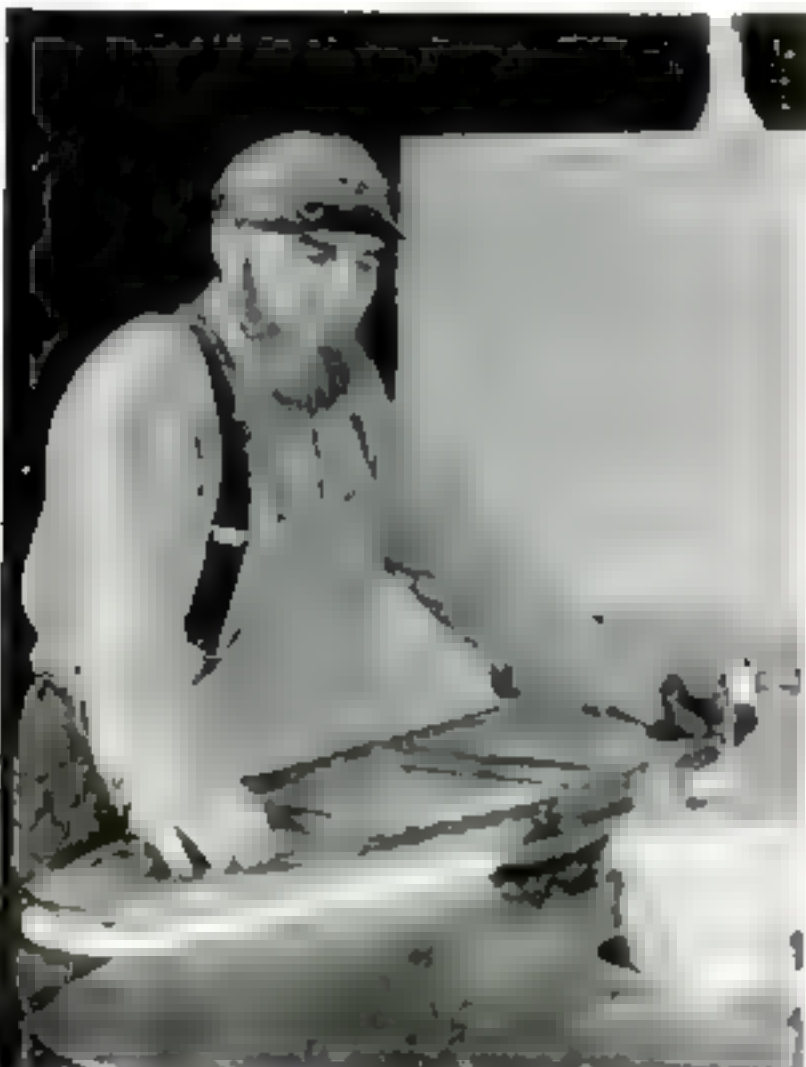
Constituent Walter C. Uline, who wrote Pettengill's letter, is a small manufacturer and former Democrat of Nappanee, Ind. (pop. 2,950), 20 miles from South Bend.



Main Street in Nappanee, Ind., looks and thinks and acts like Main Street in thousands of other American small towns. In the Nappanees of America there is stirring what

political reporters have begun to call a "Main Street Revolt." It comes from hard-pressed small businessmen like Mr. Uline, and their wives who are vexed by high prices.

These constituents are alarmed by New Deal, but are not yet definitely anti-Roosevelt. Their Congressmen, for re-election next year, don't know which way to go.



Ira Chupp, a shaper operator, is one of the six Amishmen among Mr. Uline's 69 factory hands. He gets 38¢ an hour, which is just about the average.



The Uline factory consists of ten little red buildings strung along the railroad tracks, with a single siding. Mr. Uline made \$55,000 in 1928, lost money every year during Depression, hopes to make about \$2,500 this year.



"Tobie" Tobias, a baby-bed assembler, is plant Labor boss. Mr. Uline fears that democracy of the recently-organized union will wreck his business.



Small business

Mr. Ulme's chief product is nursery furniture, like the article being spraypainted in his plant (above). People who associate "corporation" with bigness forget that two-thirds of the corporations in America net less than \$5,000 per year. It was about the prosperity of small businessmen that President

Roosevelt professed most concern in his message to Congress. Anxious Mr. Ulme, a lifelong Democrat who voted for Roosevelt in 1932 and 1936, is beginning to wonder if he voted right. But he still has a picture of the President on his office wall. Said he Nov. 17: "I will leave it there a while longer."

LIFE ON THE AMERICAN NEWSFRONT: NOBEL PRIZE NEWS FINDS TWO WINNERS IN NEW YORK



Dr. Clinton Joseph Davison, physicist of Bell Telephone Co. Laboratories, was announced, Nov. 11, as co-winner of 1937 Nobel Prize for physics. Award recognized his 10 years research in the behavior of electrons. Said he, "I am suffering from a bad case of stage fright."



Viscount Cecil of Chelwood, one of the founders of the League of Nations, was announced as winner of the Nobel Peace Prize. In New York as guest of Thomas W. Lattimore, Lord Cecil beamed, said he would have "very little difficulty" in disposing of the \$40,000 prize money.

THE KU KLUX KLAN RAIDS A MIAMI HOT SPOT



In Miami on Nov. 13 the Ku Klux Klan lighted three flaming crosses in a city-owned park, proceeded to hold a public initiation of 150 new members.



In La Paloma Night Club few hours later, rampaging Klansmen smashed furniture and musical instruments, beat waiters and stole \$360.



Defying Klan threats, owners at once undertook repairs, and announced plans for a "gala reopening" featuring a "breezier and snappier" revue. One of the features was to be a skit satirizing the Klan raid, shown in reference to the raid.

ARMY TESTS MOTORIZED INFANTRY DIVISION ON TEXAS HIGHWAYS



In Texas an experimental infantry division of 10,000 men climaxed eight weeks of war games with the greatest motorized maneuver in U. S. military history. In a single column

65 miles long, supply trucks, gun carriages, motorcycles, cars and trailers covered 326 miles in 13 hours. An old-style infantry division, operating under leg power, could

barely have done 18 miles in the same time. When reports of the Texas tests have been studied, the War Department may propose streamlining the whole Army in similar tests.

TVA GOES ON TRIAL FOR ITS LIFE AT CHATTANOOGA



Waters of the Tennessee River basin are harnessed for flood control, navigation improvements and U. S.-owned power.



Power from U. S.-owned plants is what the private utilities oppose. They contend TVA's low rates are confiscatory.



Social significance of TVA lies in elevating the economic level of homes like this. Note the conduit on wall (left).

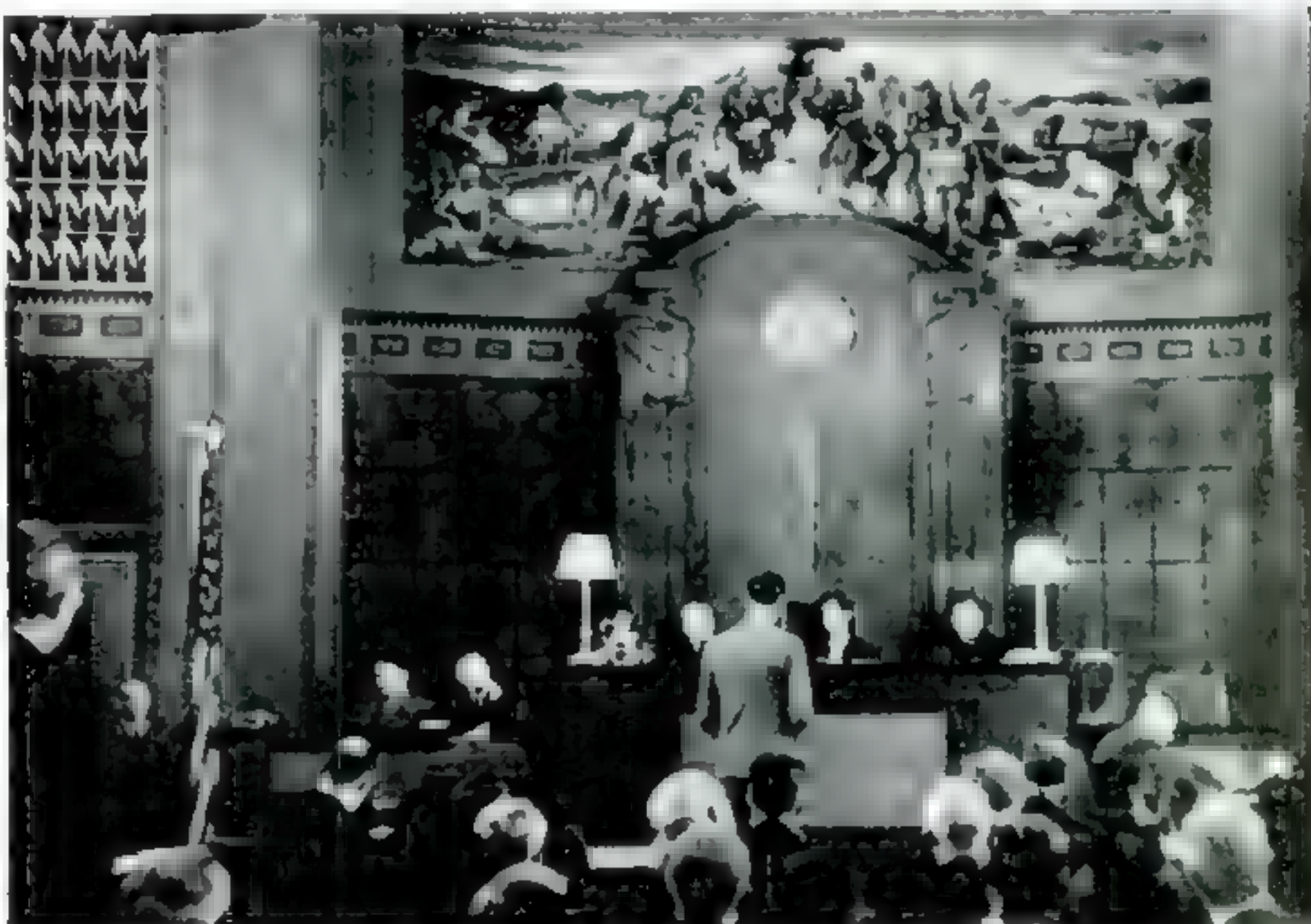


LAWYERS OF UTILITIES (LEFT TABLE) AND TVA (RIGHT) BEGIN COURT BATTLE. NEWTON D. BAKER, No. 1 UTILITIES COUNSEL, IS AT FAR LEFT

In a frescoed courtroom at Chattanooga, Tenn., on Nov. 15, three Federal judges, one a woman, mounted the bench to hear one of the most far-reaching cases in U. S. constitutional history. Massed on one side were 18 Southern utility firms with assets totaling a billion dollars. Opposed were directors of the Tennessee Valley Authority whose gigantic hydraulic program will absorb over half that sum. On the legal scales were the prestige of the U. S. Government and the question of its right to sell power in competition with private enterprise.

More than billions hang on the slow unwinding of testimony that continues day by day in Chattanooga. In doubt also is the fate of a vast economic experiment of which TVA may be only a beginning. Seven similar regional-conservation authorities are under Congressional consideration. If TVA wins, America may enter a new economic order, based on Governmental exploitation of national resources.

The specific issue which the Chattanooga court must decide is: Did the Government conceive TVA primarily as a power-producing project, or were its electrical plants incidental to programs for flood control and waterway improvement? Whatever their verdict, it will be submitted to the Supreme Court for final decision, probably before next summer.



Hearing TVA's fate is a three-judge tribunal created under the revised Judicial Reform Bill. On bench are Judges

John J. Gore (left); Florence Allen and John Martin. Before them is James Lawrence Fly, TVA chief counsel.

LIFE ON THE AMERICAN NEWSFRONT: GREEK FREIGHTER SINKS OFF CAPE HATTERAS

Bound for Rotterdam with a cargo of scrap iron, the Greek freighter *Tzeny Chandris* cleared Morehead City, N.C., on Nov. 11. Early next evening an autumn gale boiled up from the east, hurled dreadful seas over her stern, flooded her engine room, extinguished her lights. Forty miles off Cape Hatteras the *Tzeny Chandris* rolled over on her beam and sank.

Six crew members who had managed to launch a lifeboat were picked up after five hours by a northbound tanker. The other lifeboats capsized and for over 30 hours the captain and 14 sailors clung to bits of floating wreckage in shark-haunted waters till patrol planes sighted them and sent a Coast Guard cutter to their rescue. Of a crew of 28, seven were lost.

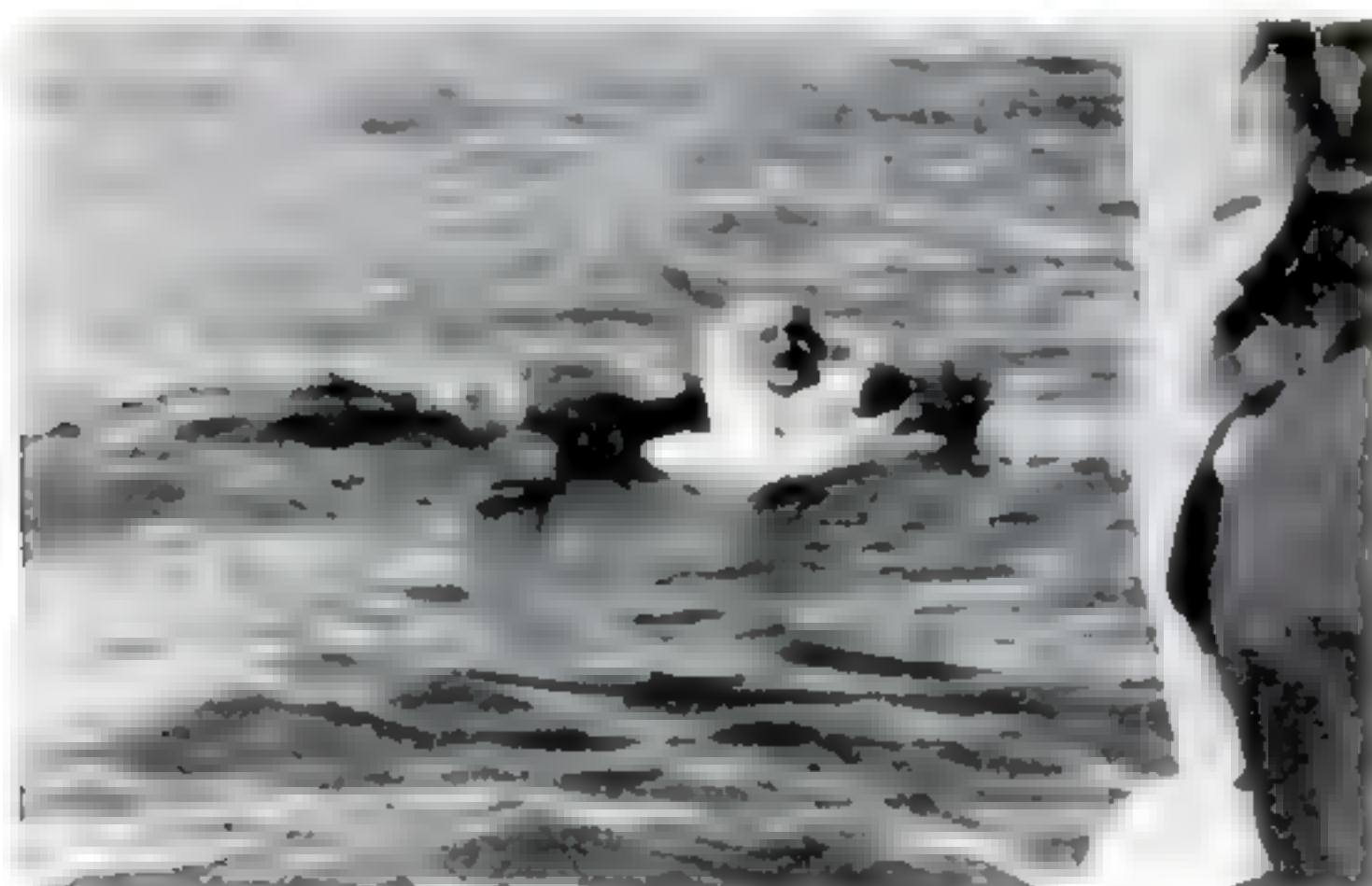


Rescued after 30 hours in the angry November sea, this sailor stretches out his arms to Coast Guardsmen of the

cutter *Mendota*. With 14 others he had been plunged into the waves when their crowded lifeboat overturned in gale.



Captain Confopandolis of *Tzeny Chandris* tells how he or went mad from drinking salt water, bit him on the nose



Helpless in the open sea, this aged seaman and his companions were forced constantly to thrash their arms and legs to frighten away sharks attracted by debris of the shipwreck.



Lifted into lifeboat of cutter *Mendota*, the sailors collapse from exhaustion. Coast Guardsmen were guided to shipwreck survivors by smoke bombs dropped from patrol planes.



Shivering and exhausted, the rescued sailors are rowed back to the *Mendota*. Four dead men also were taken from the ocean by Coast Guardsmen. Three others never were found.



The drowned and the delivered are borne ashore in baskets and stretchers on *Mendota* arrival at Norfolk. At Boston six others, picked up by a tanker, were docked

KIDNAPPED CLERGYMAN, HELD TEN DAYS IN COAL MINE, DIES OF PNEUMONIA



Kidnapper Arnett A. Booth, 46, was freed from a West Virginia prison after serving part of term for attempted rape.



Kidnapper Orville Adkins, 25, was paroled from an Ohio reformatory after serving part of a long term for car theft.



Kidnapper John Travis, 25, was paroled from same reformatory where he was serving similar term for similar crime.

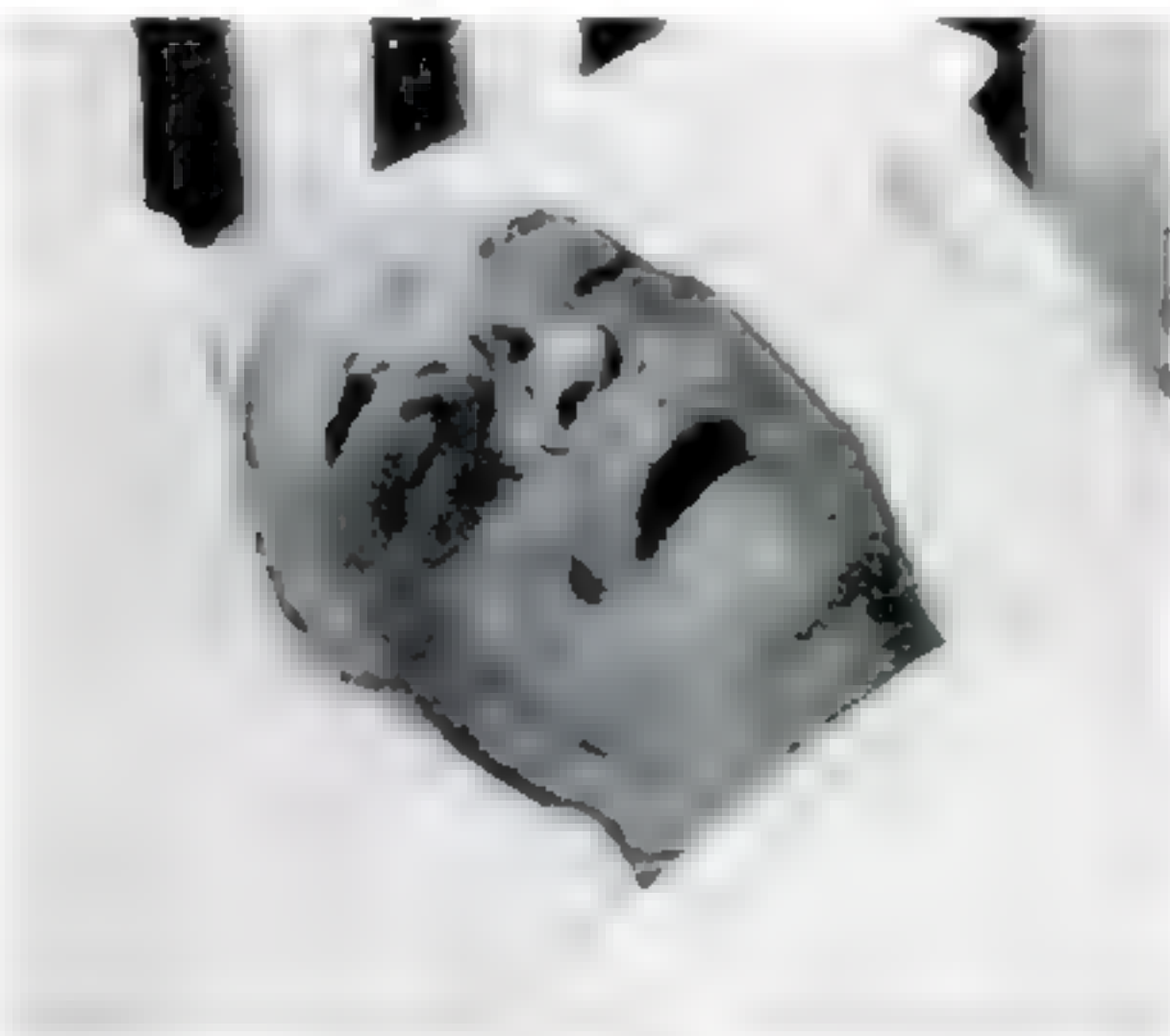


In this mountain shack in Wayne County, W. Va., Rev. Dr. James I. Seder was held overnight by his

three captors. Next day he was taken to abandoned mine where he was left bound and without food.



In this old coal mine Dr. Seder was brutally beaten and starved for ten days. On Nov. 11, he managed to loosen his bonds, make his escape.



Dying of pneumonia, battered Dr. Seder mumbled: "The rain—it seemed like days—and there were sharp stones as I groped around trying to get out."



Children of Dr. Seder hurried to their father, were first told he would recover.

To three former convicts the Rev. Dr. James I. Seder of Huntington, W. Va., was an ideal candidate for kidnapping. At 79 he lived in retirement enjoying his memories of a long career of service as Evangelical minister, officer of the Anti-Saloon League, missionary in Japan. Moreover his children were all well-to-do. Son Arthur was a railroad executive in St. Paul. Son Willard was a steel-plant superintendent at Rankin, Pa. A daughter, Mrs. Allen T. Burns, lived in New York.

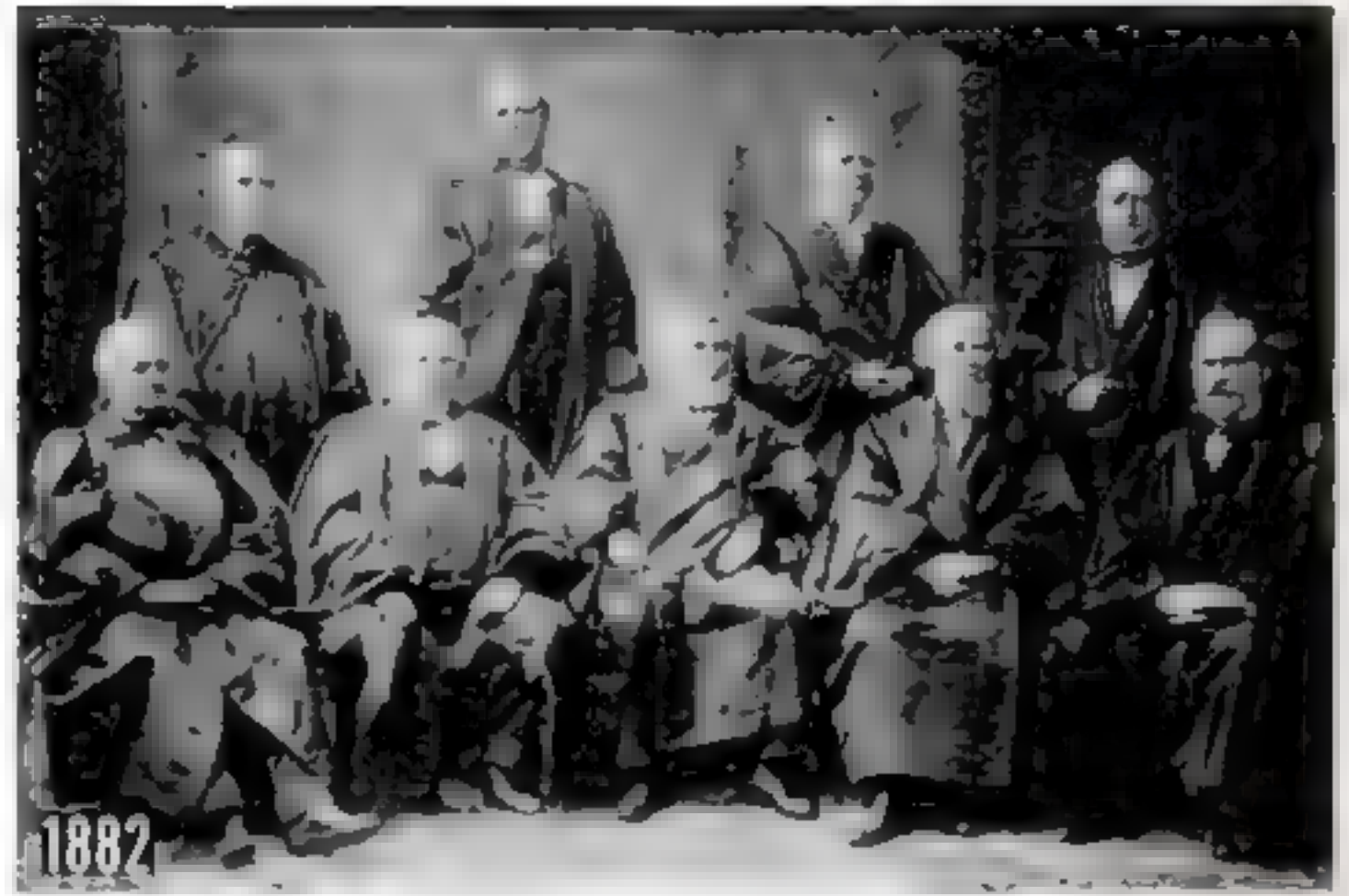
On Nov. 1, Dr. Seder was enticed into a car by three men who asked his assistance in cashing a check. Ten days later, bruised and bloodstained, he was found wandering near the entrance of an abandoned coal mine where he had been held captive without food or fire. Meanwhile his sons had received a note demanding \$50,000 "if you want your father back alive." No ransom was paid. On Nov. 12 the kidnappers (*see above*) were captured by G-men and State police. Three days later, Dr. Seder died of pneumonia and authorities at once prepared to try their prisoners on charges of murder in the first degree.

SUPREME COURT SITS FOR PORTRAIT

A new member always requires a new picture

On Monday, Nov. 8, in the sepulchral new Supreme Court building, new Associate Justice Hugo LaFayette Black read his first decision, ruling that business firms must take care not to deceive the trusting public by concealing or twisting the whole truth in their statements. Hour or so earlier, in honor of their new colleague, the other Justices had assembled with him in Harris & Ewing's gray stone building on Washington's F Street. There they had been met by their Negro messengers and helped into their black-silk robes, then sat for the Court's 42nd official portrait (opposite page, bottom right)—its first under the New Deal.

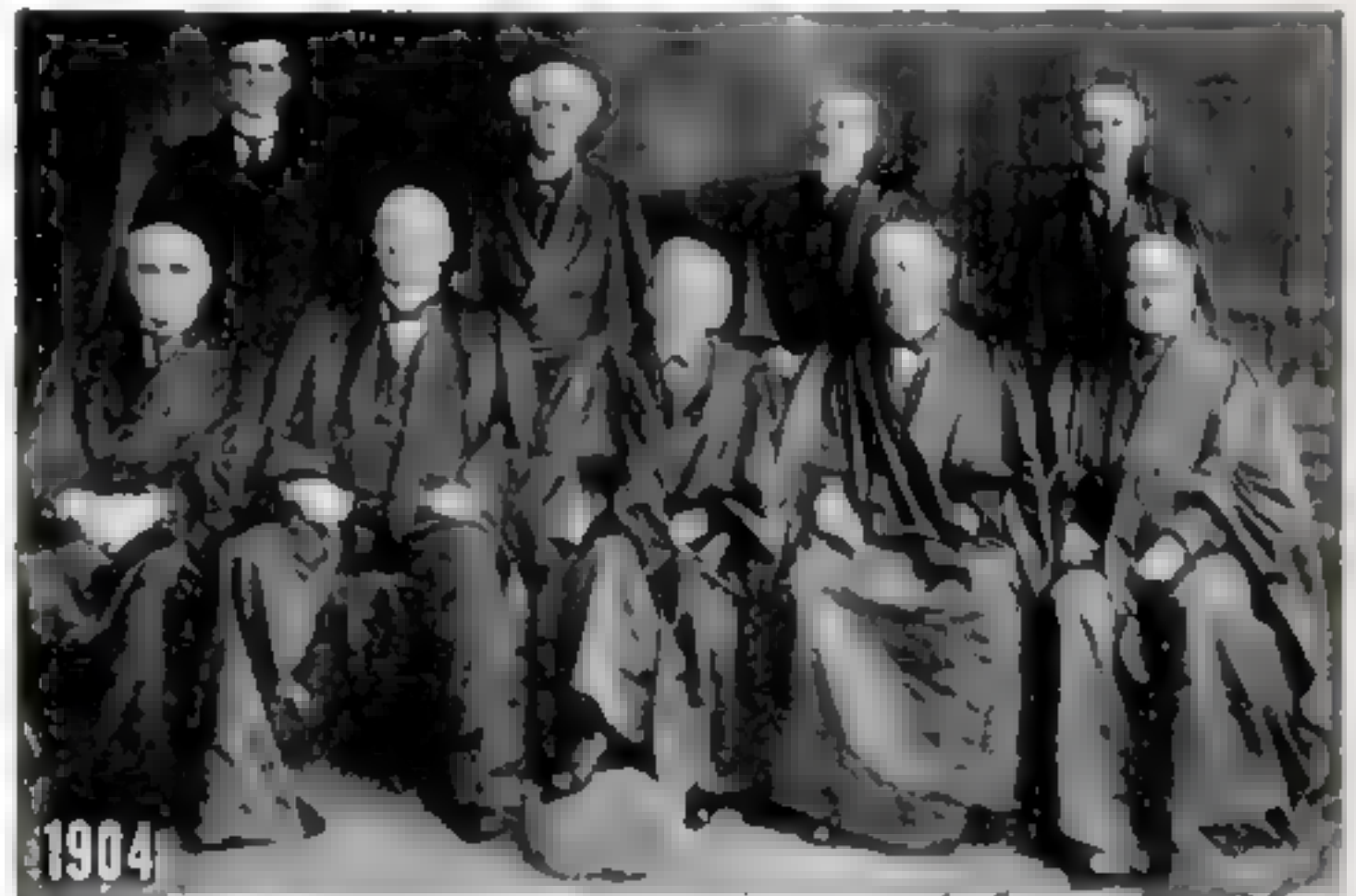
The Supreme Court's custom of sitting for a new portrait whenever it acquires a new member began in 1861, has been broken only once, in 1891, when one of the senior Justices was mortally ill. The new member stands at rear right, progresses according to seniority in each succeeding picture until he occupies the seat of honor on the Chief Justice's right hand. The first three portraits on these pages were made respectively by Brady, the Civil War photographer, Bell, and Prince. The rest were made by Harris & Ewing, the semi-official photographers of official Washington.



The Supreme Court's reputation was still suffering from its Dred Scott and Legal Tender decisions. This is the Court which nullified the 14th and 15th Amendments as guarantees of Negro rights, and commenced the historic process of construing the 14th Amendment's "due process" clause as a bulwark of property. Members: (seated l. to r.) Joseph P. Bradley, Samuel F. Miller, Chief Justice Morrison R. Waite, Stephen J. Field, Stanley Matthews; (standing) William B. Woods, Horace Gray, John M. Harlan, Samuel Blatchford.



After 12 years only three members of the 1882 Court remain. President Cleveland has appointed an obscure Illinois lawyer named Melville Weston Fuller to be Chief Justice. Other new faces are David J. Brewer (seated, right) and (standing) Howell E. Jackson, Henry B. Brown, George Shiras, Edward D. White. This is the Court which threw out the Federal income tax, dodged the Sherman Anti-Trust Act in its first test and, in the case of Eugene Debs, declared it a Federal crime to obstruct interstate or mail-carrying trains.



Fuller still on hissock, Chief Justice Fuller continues to preside over the Court. Of the 11 Court changes which occurred during his 22-year term, the most notable had happened two years before when President Roosevelt appointed Oliver Wendell Holmes (standing, left). Other rear-row additions: Rufus W. Peckham, Joseph McKenna, William R. Day. In *Lochner vs. New York*, this Court set an historic precedent by construing the "due process" clause to forbid regulation of working hours. Justice Holmes entered a famous dissent.



Edward D. White has advanced to the Chief Justiceship. Mr. Justice Holmes has acquired a seat and in the rear row stand two fledglings known to current fame. They are Willis Van Devanter of Wyoming (left) and red-bearded Charles Evans Hughes, fresh from the Governorship of New York. The Justice (at right) is Joseph R. Lamar and the Justice with the pince-nez is Horace Harmon Lurton. This is the Court which handed down the historic anti-trust decisions ordering dissolution of Standard Oil Co. and American Tobacco Co.



This is the year in which President Wilson appointed his Attorney General James Clark McReynolds (rear right) to the bench. Mahlon Pitney (left) had arrived two years before. Perhaps under the influence of Wilson's New Freedom, forerunner of the New Deal, the Court was entering a brief liberal phase. It upheld various State laws regulating working hours for women, upheld the Adamson Act establishing an 8-hour day for railroads. Among dissenters from the latter decision were Justices Van Devanter and McReynolds.



Gone now is Mr. Justice Hughes, resigned this year to run for President. In his place stands (right) John Hessin Clarke of Ohio, who was to resign six years later and in stormy 1937 rally to Franklin D. Roosevelt as the only living ex-Justice. Another newcomer, whose appointment this year had infuriated conservatives, is Louis Dembitz Brandeis (left). He and Justice Holmes, McKenna and Clarke dissented vigorously when this Court, in *Hammer vs. Dagenhart*, held Federal regulation of child labor unconstitutional.



By grace of Warren G. Harding, William Howard Taft this year became the only man ever to be President and Chief Justice. Two years later, with President Harding's three other appointees, this Court was to rule in *Adkins vs. Children's Hospital* that minimum-wage laws for women and minors were unconstitutional. The vote was 5-to-3, with Taft, Holmes and Sanford dissenting, Brandeis abstaining. Furiously criticized in 1936 for sustaining this precedent, the Court reversed itself ten months later in the Washington minimum-wage case.



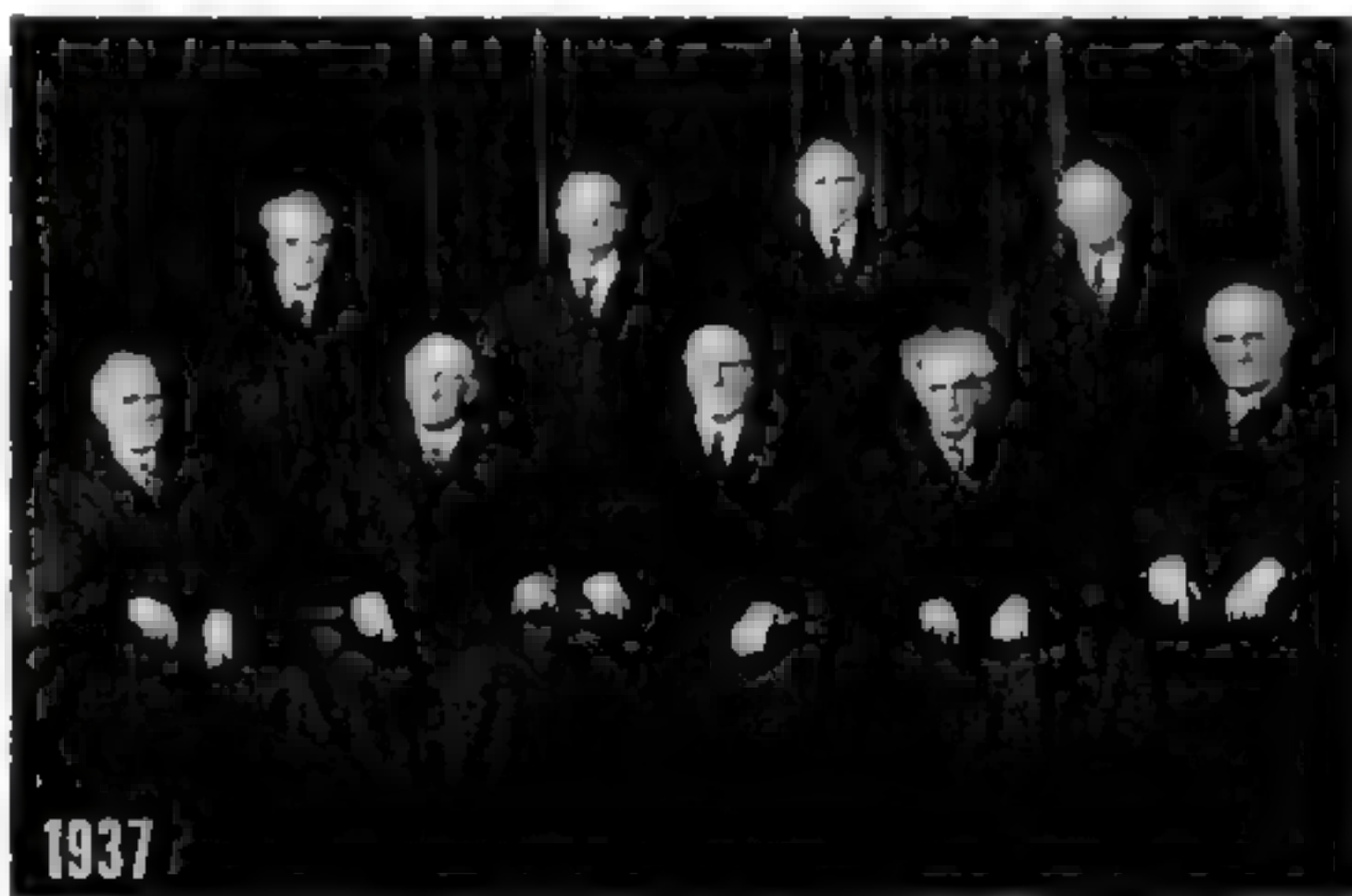
The rear row is now composed (l. to r.) of President Harding's Edward T. Sanford, George Sutherland and Pierce Butler; and President Coolidge's Harlan F. Stone. It was this Court which, despite Justice Stone's joining the great dissenting team of Holmes and Brandeis, enhanced the Supreme Court's growing reputation as a defender of Business and Property in two decisions. One outlawed a Pennsylvania tax because it singled out corporations. Another nullified a New Jersey law regulating employment-agency fees.



Back on the Court by grace of Herbert Hoover and over the fierce opposition of Senate liberals is Charles Evans Hughes, this time as white-bearded Chief Justice. The other Hoover appointee is Owen J. Roberts (standing, right), prosecutor in the Teapot Dome oil scandal. With Hughes and Roberts siding with the liberals, this Court invalidated California's red flag law, Minnesota's gag law. This is the last group photograph of Justice Holmes, who was to retire in 1932 and died in 1935, aged 94, the best-loved jurist in America.



This group will go down in history as the New Deal Court. Another great scholar-liberal, Benjamin N. Cardozo, has come to replace Justice Holmes, but the liberal wing is still a minority. This is the Court which, ruling against the New Deal in NRA, AAA and nine other crucial decisions, caused President Roosevelt to launch his Court Packing Plan, splitting his followers. And it was this same Court, unaltered, which thereupon changed course and by a series of pro-New Deal decisions helped confound the President and his Plan.



Justice Van Devanter is gone and in the freshman spot stands a confessed ex-Klansman, first appointee of Roosevelt II. But Justice Black is also a convinced New Dealer. Thus for the first time in modern memory the Court's known liberal wing is bigger (4) than its known conservative wing (3). But the balance of power is still held by the Court's unclassifiables, Chief Justice Hughes and Justice Roberts. No one can predict how this Court will go in impending decisions involving TVA, the National Labor Board, the Sit-Down.



Science helps the tuberculous

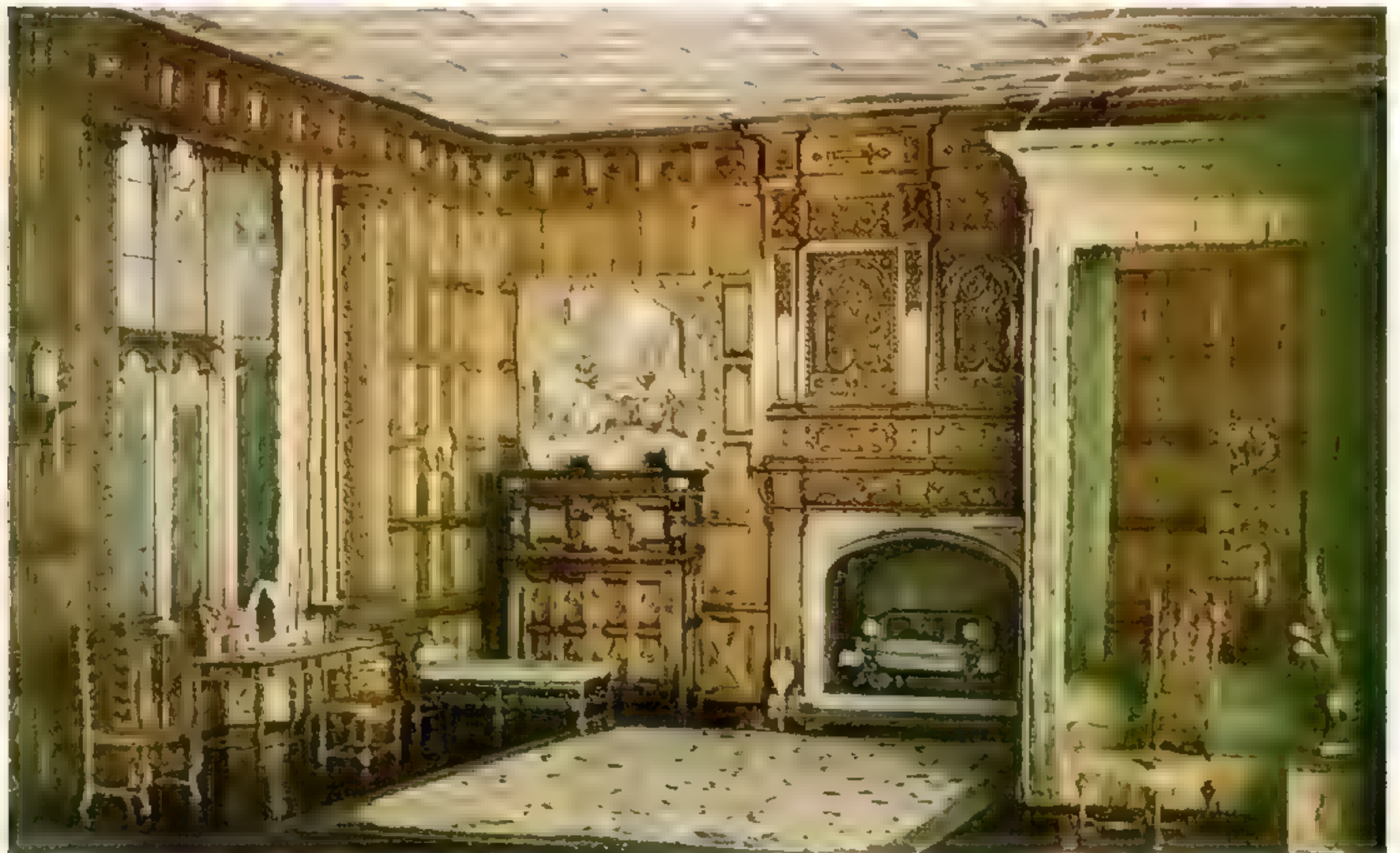
Ultraviolet rays from carbon-arc lamps are being sent into the sick room. All of them were formerly connected with the theatre or movies. All of them now have tuberculosis and are patients in the W. Rogers Memorial Hospital at Saratoga Lake, N. Y. Fifty years ago their disease would have spelled doom. Today modern medicine offers them hope.

In 50 years, science has so revolutionized treatment of the dread white plague that it has dropped from first to seventh cause of U. S. deaths. To fight the 600,000 tuberculous cases which still exact 70,000 deaths a year, the U. S. has invested \$350,000,000 in 1,240 such hospitals and sanatoria, spends \$76,000,000 a year to maintain them.



The Louis XV Boudoir has hand-carved walls which follow the designs of a house in Fontainebleau. The chair at left of coffee-table is upholstered in gold silk, and the one at right in blue velvet. The rose-velvet divan is 47 inches high. The rug is made from an original Louis XV design and the 3 by 4 inch tapestry comes from a little antique shop in

Paris which also supplied the tiny gold tea set. The tray is the size of a silver dollar, measures one-fourth inch in diameter, cups one-eighth inch high. From the same shop, whose name Mrs. Thorne keeps secret, came the 1 1/2 inch clock and the gold miniatures hanging on the walls. The little gold dressing-table receptacles at left are scarcely pinhead size.



The Jacobean Bedroom is copied from a room at Knole Park near London which belongs to members of the famous Sarsfield family. The walls are of fire-grained dark gumwood finished with a resinous black. The 14 by 18-inch rug is late Elizabethan. The silver on the dressing-table at left and the candlesticks were made in England. The tapestry is one

which Mrs. Thorne obtained by going to Vienna and buying a number of bags made of needlework imitating tapestry. The one-inch clock at left, copied after old Cromwellian clocks, winds and runs. The pieces of firewood are ordinary sticks, four inches long. The bottom stick is charred in order to give the effect of a new fire laid over an old one.



The Victorian Parlor is furnished with the contents of a 100-year-old dollhouse which Mrs. Thorne found in Geneva, 11. On the desk (at left) stands a tiny Rockingham lamp from an antique shop near Canterbury Cathedral; over it hangs an immense print of Balmore Castle. The Rogers Groups in the windows came from Scotland, the bunch of

straw flowers on the mantel (at right) from a shop on Bond Street. In the magazine rack is one of several miniature copies of the *London Times* struck off for Queen Mary's Doll House at Windsor. It can be read with a magnifying glass. The beads in the chandelier came from a five-and-ten-cent store. Note miniature portrait of Victoria



The Modern Library was inspired by the chromium chairs near the fireplace which Mrs. Thorne found in a Paris decorating shop which makes samples of its products. She had the chairs re-upholstered. The floor lamp (at left) was made of an old pendant earring. The little telephone, which is a platinum bracelet charm, can actually be dialed. The Negro head

(at right) comes from Vienna, the statuettes on the bookcases from Paris, the carved wood madonna on the tortoiseshell console (at left) from Oberlin, where it was made by one of Anton Lang's pupils. The silver table books lie on the floor in four until the top shelves are white. The madonna painting of 1800 was made by a

AROUND ONE GOOD PAINTING AN ENTIRE ROOM CAN BE DECORATED

On Nov. 10, the Decorators Picture Gallery of New York City opened a new exhibit of rooms, each of which had been entirely built and decorated around a fine painting. The gallery was started last year as an experiment by Mrs. Ward Cheney and Mrs. Artemus L. Gates, the attractive sisters of F. Trubee Davison, president of the American Museum of Natural History. The object of the gallery is to show how charming, livable rooms can be created by using quality pictures as the focal point. Last year, three shows were held, each lasting a month. For each show, four decorators are invited to do one room each around one or several pictures. By charging 50¢ admission the sponsors hope the gallery "will just break even."

Building a room around an obviously decorative canvas has long been a successful trick with interior decorators but the use of top-notch pictures for this purpose is new. On this page are two examples of how the Decorators Picture Gallery does it.



This Fragonard portrait of Monsieur de la Bretèche, was the inspiration for the living room (at right), decorated by Bello, Inc. The picture, unframed, is set inside wall panel.



The picture's motif obviously dominates this room in ceiling, rug, sofa (lower right), chairs, lamps and tables. Less obvious are the color relations: spruce-green walls (man's

necktie); white wall (man's shirt); beige fireside chairs, rug and rear sofa (forehead tones); wood-rose armchairs, pillows, and circular sofa (tones of cheek and neck).



"Little Farmer Feeding Chickens" by Jean-Baptiste Leprince (above) is the picture around which Mimi Durant decorated the intimate salon (at right). Picture's silo is reflected in room's curtains which cut off corners and make room round. Barnyard atmosphere is suggested by cocks on book table and pouter pigeons (see far right). "Little Farmer's" bustle reappears as red bustles on fireside chairs.



WILL U. S. HOMEMAKERS SPEND A BILLION DOLLARS ON FURNITURE THIS YEAR?



People living in modest houses like these

buy inexpensive, unstyled furniture like this. Trade name for such furniture is "borax." Favored explanation of this term is the legend that a borax company used to give a free rocker for five of its wrapper coupons. Mail-order houses sell quantities of "borax," mostly to farmers.



People living in houses like this . .

buy their furniture in department stores and better-grade furniture houses. Above, part of R. H. Macy & Co.'s dining-room furniture department during August sale.

In middle-class living rooms like this one, the chintz-covered sofa and patterned rug first make their appearance. The trend is toward odd occasional chairs, tables and lamps for simple variety.



People living in mansions like this

buy furniture in swank shops like New York's W. & J. Sloane (above), frequently place orders through their own interior decorators.

Most of the upholstered pieces in their living rooms have factory-made frames, upholstered to order in special fabrics. Tables and desks are usually antiques or reproductions.



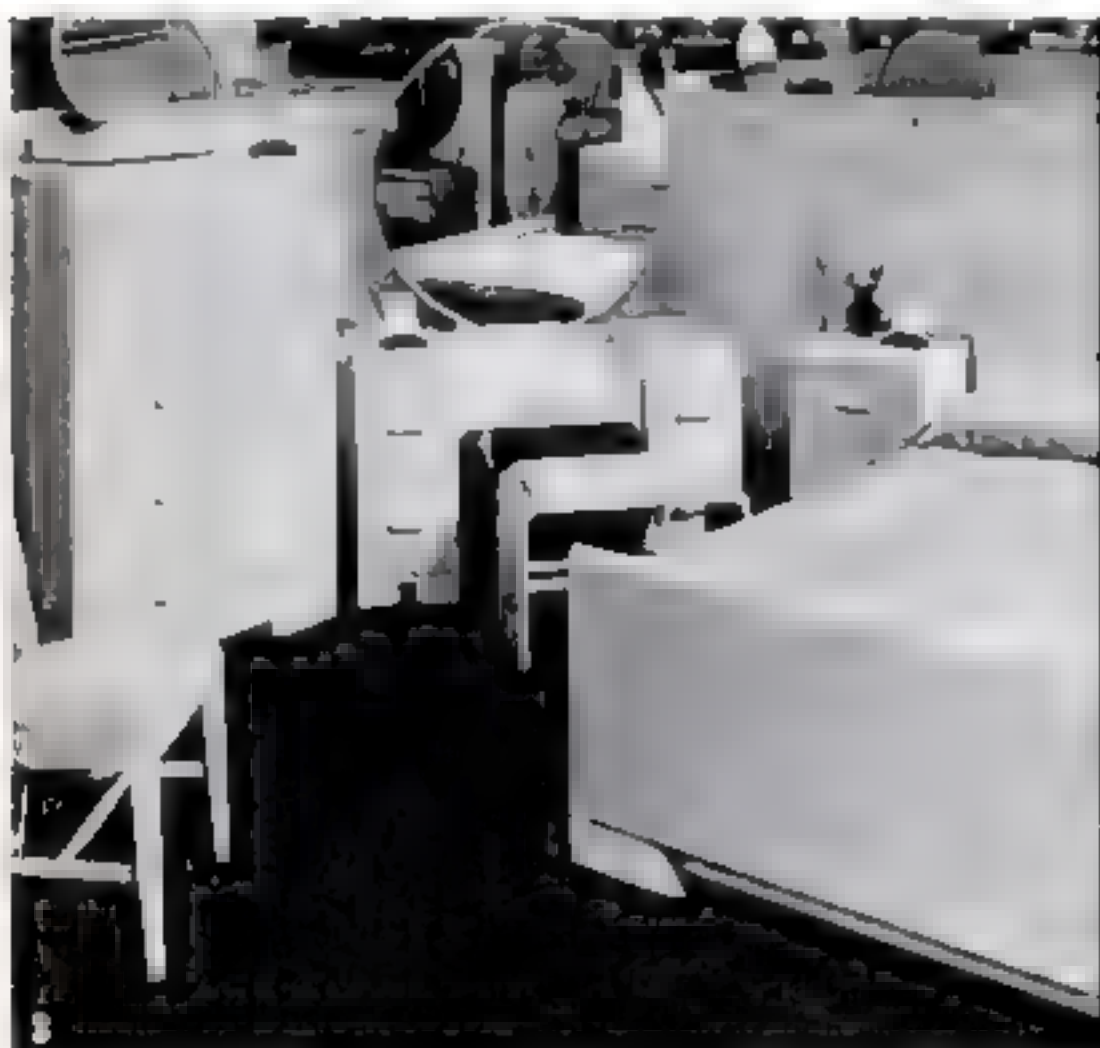
A typical "borax" bedroom suite (also called "African Renaissance"). Intricate wood-inlay effect is stenciled. In past four years, 63% of all bedroom suites sold in the U. S. cost less than \$300.



Overstuffed chairs on modern lines, with sofas to match, are mass favorites, sell best in brown or rust velours and velvets.



This hybrid dining-room suite, combining "borax," modern (note waterfall front on sideboard) and period, is typical of about 40% of all dining-room furniture sold in the U. S. Similar suites retail from \$79 to \$119.



In middle-class homes, as soon as more money for furniture is available, the bedroom goes modern. This suite in blond wood costs about \$140. Demand for double beds in modern sets is negligible.



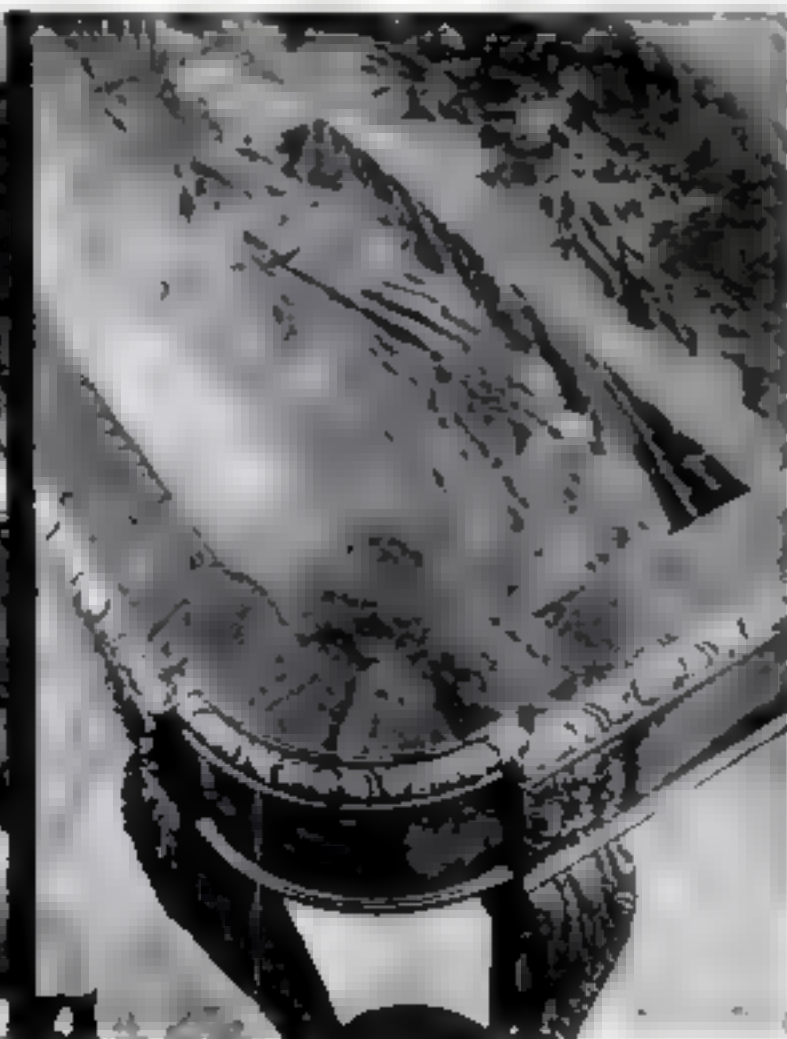
Eighteenth Century sets in walnut or mahogany are the classic favorites in moderate-price dining-room suites. Suites usually include four side chairs, two armchairs, table, buffet, china closet



Credit offices, like the one above, are busy places in furniture stores. More than 90% of all furniture sales in the U. S. are on the installment plan.



Bedroom suites from top-notch factories, costing from \$1,200 to \$4,000 for twin beds, chest and dresser, are minor items in swank bedrooms. Extra pieces, like vanity table, chaise longue, houndour chairs and settees, more than double the figure.



Detail of \$6,500 dining-room suite. Not essentially different in design from one above, rare woods, hand carving and finish account for cost.

Although stores ballyhoo furniture sales in August, the U. S. public buys more furniture in November and December than at any other time. This year the furniture industry is anxiously watching sales figures for these two final months. In July, at the Grand Rapids and Chicago furniture shows, manufacturers were heartened by the presence of 11,000 buyers, biggest attendance since 1929. Leaders have predicted a billion-dollar furniture year. New orders for the first six months increased 34% over 1936. But new orders for the third quarter registered a 10% decline under last year. Since people buy furniture when they get married or when their incomes increase, the industry is hoping a matrimonial wave sweeps the country or that labor unrest resolves itself into fatter pay envelopes.

THE MARRIED LIFE OF COMEDIENNE FANNIE BRICE IS ANYTHING BUT FUNNY



This is Fannie Brice, one of America's great comediennes, cavorting in a Hollywood swimming pool. The big round thing is an inner tube. Though Miss Brice appears to be having a very good time, her private life is by no means as funny as this picture would suggest. She is now in the news because her third husband wants her to divorce him so he may marry a younger, prettier woman.

Fannie Brice combined an hilarious gift for mimicry with ability to wring real tears from songs like *My Man*. Because she knew her success came from the moon-mad expressions of her homely face, she never tried to act a pretty woman. Her warm heart made more true friends than many a stage beauty has ever had.

Her first marriage, to a barber named White ("God, he smelled nice"), was quickly annulled. Her second husband was an underworld figure named Jules ("Nicky") Arnstein who was called the "Master Mind" in a great Wall Street bond theft. Miss Brice stood devotedly by him when he went to jail, divorced him for infidelity after he got out. In 1929, she was married to Billy Rose.

Billy Rose, at 36, is ten years younger than Miss Brice. A little man, he has a Napoleonic complex and a taste for the colossal. With his wife's help, he became a master showman, successfully producing colossal spectacles for the Fort Worth and Cleveland expositions (LIFE, July 19). For his Cleveland show, he hired Eleanor Holm Jarrett, champion swimmer and wife of a jazz-band leader. Mrs. Jarrett is young, pretty, shapely.

On Nov. 12, Rose announced that he would marry Mrs. Jarrett. With the casual gesture of a Bonaparte discarding a Josephine, he added that Miss Brice would divorce him. But he had not yet, he said, told Miss Brice of his plans. "It's all so simple," chimed in Mrs. Jarrett, herself undivorced. When reporters informed Fannie Brice that she was going to divorce Billy Rose, she said: "I know nothing about this strange announcement," and lapsed into a hurt silence. Mr. Rose, colossal even in his modesty, said: "I'm not worth fighting for." Mrs. Jarrett contradicted him: "He's got everything Robert Taylor has."



“Every job needs
the pause that refreshes”



A restful pause lays the foundation for
good work. Ice-cold Coca-Cola builds
a pause into *the pause that refreshes*
... paving the way for a fresh start.

You're invited to "*The Song Shop*"... at
your radio. Listen! You'll be glad you did.
Columbia network—10 P.M., E.S.T., Fridays.



“YES SIR . . . EVERY JOB NEEDS
THE PAUSE THAT REFRESHES”

HOW YOU CAN SAVE MONEY ON HOME HEATING

SEE CHRYSLER'S AIRTEMP C



1 CHRYSLER'S AIRTEMP WINTER AIR CONDITIONER

AUTOMATIC HUMIDIFIER adds the correct amount of moisture to the air for better health for greater comfort.

OVERSIZE FILTERS remove dirt, soot, pollen from the air.

EXTRA SURFACE HEAT CHAMBERS extract all the heat from the fuel. You save money.

STANDARD FIRE BOX of stainless steel permits air to flow under the furnace as well as over it. More direct heating surface for greater economy.

AIRTEMP'S THIRTY-ONE BURNER is the most economical kind of burner at the lowest possible cost.



2 BIC-FAN handles Large view of unit. Dimpled metal handles for easy carrying. 1. 1/2 inch pipe.

2 ALL SHEET METAL SURFACES WONT FRIZE! The same as for a car body process used to prevent rusting. 1. 1/2 inch pipe handles.

1 HEAVY ONE-PIECE STEEL BASE gives unit a low, clean, solid look of special form factor. You save money.

*Building?
Remodeling?
Replacing?*

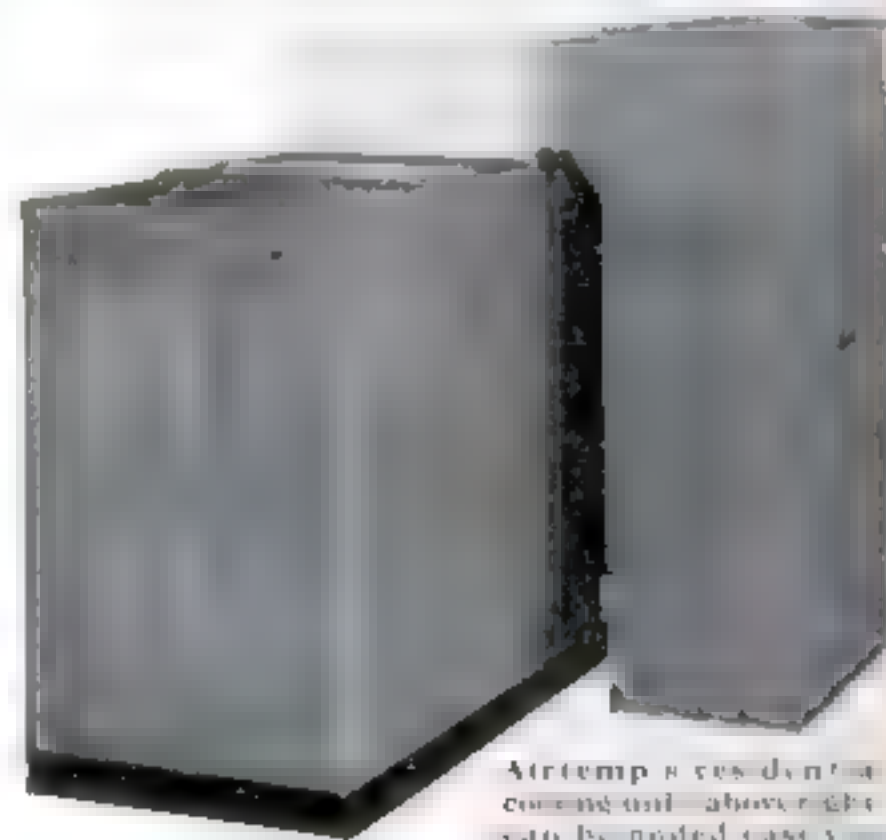
**YOUR AIRTEMP DEALER
HAS THE ANSWER TO
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PROBLEM!**

HERE'S TRUE WINTER AIR CONDITIONING AT THE COST OF HEATING ALONE!

A FURNACE ONLY HEATS: but Airtemp's Winter Air Conditioner heats, filters, circulates and humidifies the air...at the cost of heating alone!

With Chrysler's Airtemp Winter Air Conditioner, your home is kept warm, comfortable, healthful. You get amazing fuel economy. You're relieved of all furnace worries. This great unit is entirely automatic!

Available in oil and gas burning models in sizes to fit all types of homes. Get complete information on Airtemp's Winter Air Conditioner—the last word in heating and air conditioning equipment. Mail coupon today!



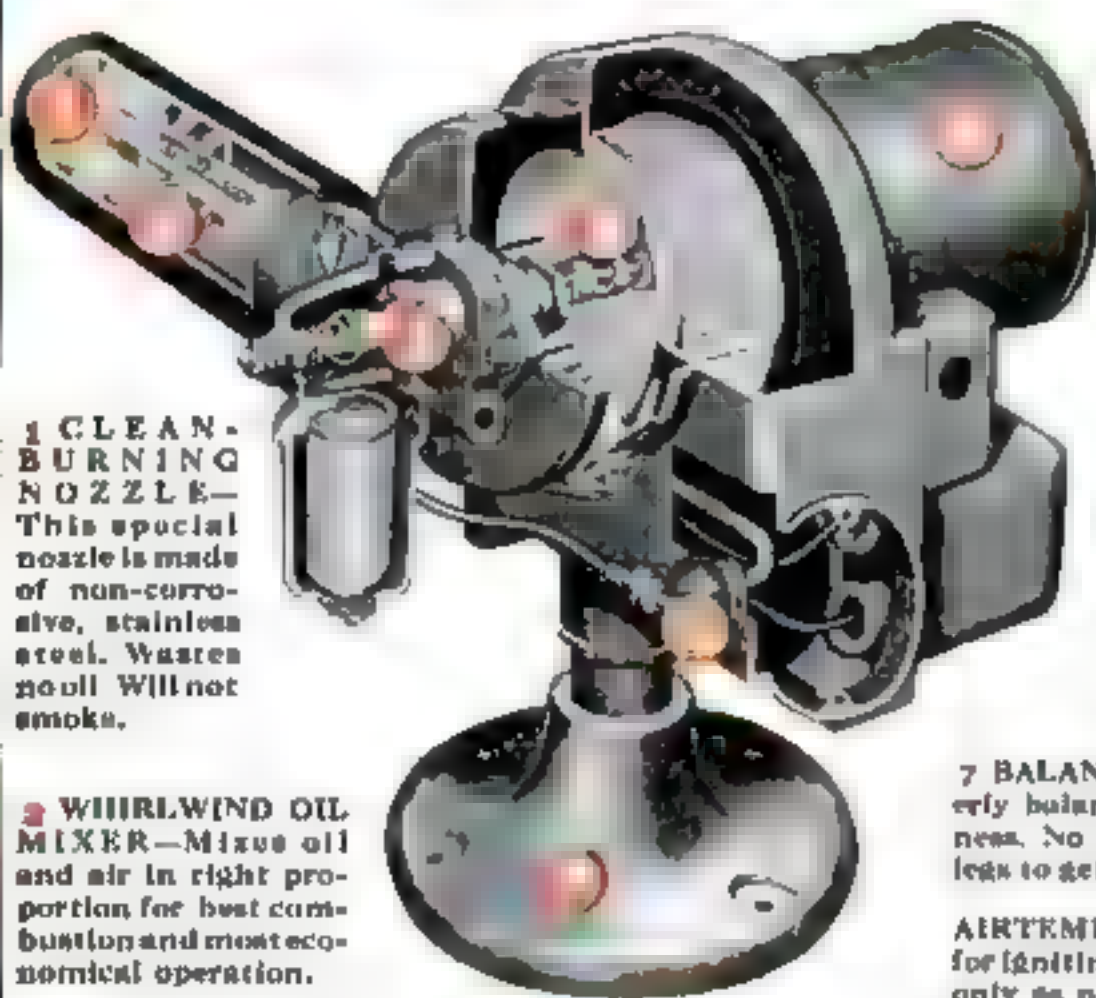
Airtemp's excellent heating and air conditioning can be added easily to your Winter Air Conditioner.

CHRYSLER'S AIRTEMP

GLAIR CONDITIONING

COMPLETE, MODERN LINE BEFORE YOU BUY!

2 CHRYSLER'S AIRTEMP THRIFTY OIL BURNER



1 CLEAN-BURNING NOZZLE—This special nozzle is made of non-corrosive, stainless steel. Wastes not smoke.

2 WHIRLWIND OIL MIXER—Mixes oil and air in right proportion for best combustion and most economical operation.

SCIENTIFIC Airtemp designing—careful workmanship are combined to produce the most modern type of automatic heat at the lowest cost.

Airtemp's Thrifty Oil Burner is thoroughly dependable, extremely quiet in operation. With an Airtemp Thrifty Oil Burner in your basement you not only save money but you save on labor, too. It makes automatic heat an economy as well as a pleasure. Get complete facts on this great burner.

3 AUTOMATIC NO-WASTE CARBURETOR—Prevents wasteful "after-drip" at nozzle when burner shuts off.

4 FOCUSED FLAME—Makes it possible to adjust the flame of an Airtemp Thrifty Oil Burner to fit various sizes and shapes of fire boxes. No overheating or underheating. Saves on fuel.

5 LONG-LIFE DUPRENE COUPLING—Eliminates wear on pump and motor. Assures long, dependable performance.

6 OVERSIZED MOTOR—Totally enclosed. Costs no more to run. Operates with greater dependability and smoothness even under heavy load conditions.

7 BALANCED BASE—Heavy enough to properly balance weight above it. No top-heaviness. No vibration to cause costly wear. No legs to get loose or out of line.

AIRTEMP POWER-SAVER—Electric current for igniting the oil is turned on automatically only as needed...no power waste.

DEPENDABILITY—No complicated mechanism. Motor, fan and pump operate on one shaft. The simplicity that means long life also contributes to Airtemp's unusual economy.

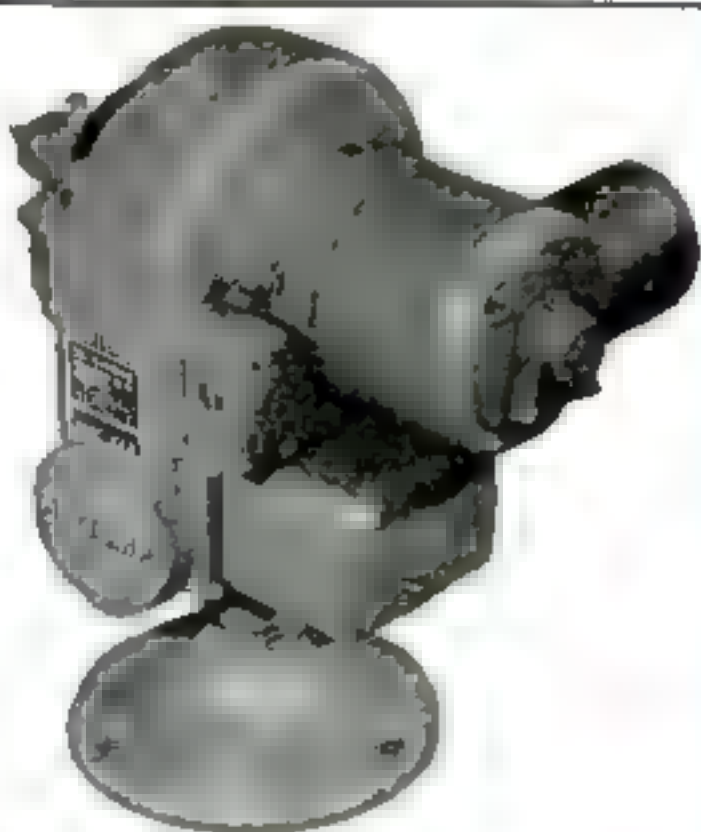
COMPARE THIS MONEY-SAVING AIRTEMP OIL BURNER WITH ANY OTHER ON THE MARKET!

HAVE YOU READ the extra dependability and economy features listed above?

Now look at the picture on the right.

See how solidly and compactly this Airtemp Oil Burner is built. It occupies small space. All working parts are completely enclosed...fully protected!

This unit is designed for use in new or existing homes. Ideally suited for converting old-fashioned heating equipment.



REMEMBER AIRTEMP PRODUCTS ARE BACKED BY CHRYSLER ENGINEERING

3 CHRYSLER'S AIRTEMP THRIFTY BOILER

AIRTEMP's Thrifty Boiler is a real money-saver! It's designed and built to get maximum heat from minimum fuel...to give dependable performance under all conditions!

It's good-looking, too...has a smooth, attractive case!

Check the economy features listed here. And remember—the new Airtemp Thrifty Boiler saves labor, too! It's completely automatic...completely modern!

MONEY-SAVING FEATURES!

1 SPECIAL "ISLAND" COMBUSTION CHAMBER—completely surrounded by water. Increases heating surface.

2 HEAT ECONOMIZERS—Special vertical and horizontal flue passages extract last usable heat unit from fuel.

3 QUICK-HEAT WATER PASSAGES conserve fuel...heat in a jiffy.

4 BOILER AND BURNER COMPLETELY ENCLOSED in an attractive, heavy steel cabinet.

5 SPECIAL LINING of heavy asbestos prevents loss of heat.

6 SEALED DOORS AND SECTIONS assure airtight construction for utmost dependability and economy.

7 BUILT-IN HOT WATER COIL. Plenty of hot water...the year round.



MODELS TO MEET EVERY DOMESTIC HEATING NEED!

OIL AND GAS burning models of Airtemp Thrifty Boiler are now available for water, vapor and steam heating systems.

Equipped with Airtemp's Thrifty Oil Burner or Airtemp's Gas Burner. Wide range of sizes. Mail coupon for details.



SPLIT SYSTEMS—Airtemp's Oil Burning and Gas Burning Boilers are especially designed for optional use with indirect air conditioners in split system application!

BUDGET PAYMENT PLAN

MAIL THIS MONEY-SAVING COUPON TODAY!

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(Dept. L-11-29)

Gentlemen: Please send me the details on (check which)

- ☐ Airtemp's Oil Burner
☐ Airtemp's () Oil () Gas Burning Boiler
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The Gift that Thrills.

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To warm his heart—give Swank the fine dress-up dividends that make such a big difference in appearance.



- 1 Set of SWANK necktie chain and cufflinks. FINE FACED white gold. \$2.00.
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- 6 Set of SWANK necktie chain and cufflinks. FINE FACED white gold. \$8.50. Cufflinks \$2.50.
- 7 Set of SWANK necktie chain and cufflinks. FINE FACED white gold. \$2.50.
- 8 Cufflinks. \$3.50. Other cufflinks from \$1.00 to \$2.50.

- 9 Set of SWANK necktie chain and cufflinks. FINE FACED white gold. \$3.50.
- 10 Set of SWANK necktie chain and cufflinks. FINE FACED white gold. \$3.50.
- 11 Set of SWANK necktie chain and cufflinks. FINE FACED white gold. \$2.00.
- 12 Set of SWANK necktie chain and cufflinks. FINE FACED white gold. \$3.50.
- 13 Set of SWANK necktie chain and cufflinks. FINE FACED white gold. \$3.50.
- 14 Set of SWANK necktie chain and cufflinks. FINE FACED white gold. \$3.50.
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- 16 Set of SWANK necktie chain and cufflinks. FINE FACED white gold. \$3.50.

At Jewelers, Dept. Stores, Men's Shops SWANK PRODUCTS, INC. ATTLEBORO, MASS.

SPORT

LITTLE DOANE'S FOOTBALL TEAM WINS ITS BIG GAME WITH NEBRASKA WESLEYAN

Photographs for LIFE by E. K. Langston



Doane's President Bryan Sewall Stoffer is an enthusiastic rooter for his team. Here he is rehearsing rooting for LIFE's cameraman.



Cheerleader Barbara Winslade leads the cheer: "Play Doane! Fight Doane! Win Doane! Rah! Play! Fight! Win! Doane! Rah! Rah! Rah!"

Over the first week end in November, a number of important college-football rivalries were settled. Dartmouth beat Princeton, Pittsburgh beat Notre Dame, Stanford beat Southern California and, in Crete, Neb., Doane College (LIFE, June 7) beat Nebraska Wesleyan, 26-6.

To little Doane, this was as important a football event as any that took place in the U. S. For 30 years, Doane and Nebraska Wesleyan have been bitter rivals. This year the Wesleyan game was chosen as alumni "home-coming" game. The victory won, Doane's drummer girls drummed joyously, the students gathered derisively around the Doane hearse and the bell

in Merrill Hall rang out in exultant jubilation.

Unlike the other football events of that week end, the Doane-Wesleyan game was played on Friday and at night by floodlights. When LIFE's photographer arrived in Crete, he realized that such after-dark pictures would not do justice to the occasion. He explained this to Doane's President Bryan S. Stoffer who obligingly dismissed all of Doane's 226 students at 2 p.m., sent them out to the field to demonstrate by daylight what goes on at a "fresh-water" college's big game. All these photographs are therefore rehearsal shots by the entire student body of Doane for the benefit of LIFE's readers.



The Doane hearse was dragged to the field ready to carry Wesleyan's coach to the graveyard. This was

a special prop for the game. Driver and horses (above) are "Doane Dynamos," the college's "pep-leaders."



The team runs out on the field for a mock kick off as the cheering section—all 200 nonplaying Doane

undergraduates—rises to give it a great ovation and Cheerleader Winslade (in front) claps her hands.

CONTINUED ON NEXT PAGE

A STIRRING MOMENT

Two devout Pilgrims, on their way to church, are rudely interrupted.

N. Y. Times Studio



FORSOOTH, JOHN, METHINKS A BREAK-FAST FOOD SHOULD BE ENDOWED, FIRST OF ALL, WITH FOOD VALUE

FIE UPON YOU, NATHANIEL, FLAVOR IS THE FIRST REQUISITE OF A SELF-RESPECTING CEREAL



FIE UPON YOU BOTH—HERE'S A CEREAL THAT HAS **BOTH!**

It will not slow down our Pilgrims' progress if we say right here that a cereal can have *both* flavor *and* food value, should have both—and Wheatena *does!* Maybe our picture stretches history a mite, but in a worthy cause. It is important to your health *and* enjoyment

that you know about the double-barreled virtue of Wheatena. Rich brown wheat has many things you need; rich brown wheat, *roasted and toasted*, tastes mighty good. And *that*, Pilgrim in a machine age, is Wheatena—a time-saving, money-saving short cut to a splendid breakfast.

Wheatena

The hot brown wheat cereal

FREE SAMPLE... We say Wheatena is unique in having the double virtue of high food value *and* delicious taste. May we send the proof to your breakfast table—at no cost to you?

The Wheatena Corporation,
Dept. L-5, Rahway, New Jersey

You may send me a free sample of Wheatena.



Name _____ Address _____
Copr. by The Wheatena Corporation, Rahway, N. J.

Doane Wins Big Game (continued)



Drum Major Jane Adams heads the girls' drum corps. Though they have no flen, they make a grand noise as they go down the field. Jane is president of the Phi Sigma Tau sorority.



"Most popular girl" at Doane is Alice Eberly who posed en route to the field with four Doane athletes (above). Alice has been most popular girl for two years, setting a Doane record.



"Tiger Lily" Jane Adams, who is also Doane's drum major (see opposite), is given this honorary and coveted title by the Doane football team whose nickname is the "Tigers."



Football heroes at Doane, when injured, are often escorted off the field by drummer girls. Here Jeannette Fosnot and Jean Fricke beat a sample tattoo for uninjured William Tobiska.

SHE COULD HAVE SLAPPED HIM WHEN HE SAID HER HANDS WERE **SMOOTH** BUT **SMELLY**

I COULD HAVE SLAPPED HIM. HE SAID IN FRONT OF EVERYBODY THAT I HAD SMELLY HANDS

YOUR BROTHER MIGHT BE RIGHT. LOTS OF WOMEN FAIL TO NOTICE THAT SOME HAND LOTIONS SMELL LIKE KITCHEN SOAP

JUNIOR WAS RIGHT ... THIS DOES SMELL AWFUL!

USE NOTHING BUT FROSTILLA IF YOU WANT TO BE DAINTY AND LOVELY

LATER

GOSH, SIS ... YOUR HANDS SMELL SWEET

THAT'S BECAUSE WHEN YOU SPOKE OUT OF TURN, I TURNED TO FROSTILLA

FROSTILLA

makes your skin **SMOOTH, BEAUTIFUL** and **FRAGRANT**



35c, 50c and \$1.00 sizes throughout U.S. and Canada. Travel sizes at better ten-cent stores.

Maybe it has happened to you! You spend time and money on soaps and mouth washes and deodorants and cosmetics —THEN without realizing it, you destroy it all by putting a lotion on your hands that smells soapy or medicinal. The danger is you may have become used to the odor; but to others, it smells like lard or disinfectant. Use Frostilla and increase your daintiness and allure instead of destroying it! Frostilla is the only well-known lotion that gives you smoothness and beauty, PLUS a fascinating fragrance that harmonizes with your perfume. Don't offend. Test your lotion this way: smell your favorite perfume and then smell your lotion. In this way you will detect the slightest soapy or medicinal odor. Be Safe! Use Frostilla Fragrant Lotion!



Frostilla is non-sticky and **ECONOMICAL** because it takes less Frostilla to get results.

LITTLE DOANE WINS ITS BIG GAME

Like dozens of similar fresh water colleges, Doane has no national football importance. Big State universities, which have pushed colleges like Doane into educational obscurity, overshadow them also on the gridiron. Once Doane took on big colleges like Nebraska, Kansas and Iowa. Once, in 1894, it even beat Nebraska. But today it plays colleges its own size, which belong to the Nebraska College Athletic Conference. In this conference, colleges are so small that freshmen can play on the varsity. This year's victory over Wesleyan was especially gratifying because Wesleyan usually beats Doane.



To celebrate the victory, students climbed to the belfry of Merrill Hall, rang the college bell. A few hours later, the real game won, students rang the bell in earnest.



A touchdown in the real game did not provoke more enthusiasm than these scenes show. There is precedent for good camera acting at Doane. Robert Taylor once studied there.

74,000,000

EACH FATED FOR

2

COLDS THIS YEAR!

INNOCENT VICTIMS.

LOOK OUT for the common cold! It plays no favorites. According to eminent medical authority, 60% of all the people in the United States suffer from at least two colds every year.

The best time to prevent serious trouble is right at the start. If you're nursing a cold—see a doctor! Curing a cold is the doctor's business.

But the doctor, himself, will tell you that a regular "movement" will help to shorten the duration of a cold. Remember, also that it will

do much to make you *less susceptible* to colds.

So keep regular! And when Nature needs help . . . use Ex-Lax! Because of its thorough and effective action, Ex-Lax helps keep the body free of intestinal wastes. And because it is so mild and gentle, Ex-Lax will not shock your eliminative system.

Ask your druggist for the new Scientifically Improved Ex-Lax. It is available in handy 10c and 25c sizes. The box is the same as always—but the contents are *better than ever!* Get a box today!

EX-LAX NOW SCIENTIFICALLY IMPROVED

- 1—TASTES BETTER THAN EVER!
- 2—ACTS BETTER THAN EVER!
- 3—MORE GENTLE THAN EVER!

When Nature forgets—remember

EX-LAX

THE ORIGINAL CHOCOLATED LAXATIVE



a new informing force

NEWSPICTURES burst their dams in 1937 and flooded a new informing force over the world.

This year has been reported in pictures as no other year has ever been. Already countless people feel they can't know all about a news story unless they see its pictures.

This is a year they have seen — seen the Coronation, seen the Flood, seen the Sit-Down Strike and the Hindenburg Crash and the Windsor Wedding. And it wasn't until they saw the pictures rushed from bombed Shanghai that people everywhere knew and understood what non-combatant warfare really means.

With people insistent to see — with editors everywhere more and more insistent for pictures, pictures are forthcoming as never before.

LIFE applauds all good pictures. LIFE feels that its first year has been well spent if it has helped establish picture-journalism as a responsible and powerful new arm of all journalism.



SCIENCE

UNISTEEL BODY

—fused solidly together, top, bottom and sides — providing safety with style which glorifies steel construction

KNEE-ACTION

—the true gliding ride — makes every mile you travel more comfortable and assures better control of steering in emergency

HYDRAULIC BRAKES

—improved in design to match the flashing performance of the new cars with the safety of smooth and powerfully sure straight-line stops

THE "BATHTUB" on the General Motors proving ground is only one among scores of tests used to check engineering features on new cars.

OUT on the General Motors proving ground—in the research laboratories—along the assembly line—men are busy working to the same broad purpose. Their steady aim is to give the public *extra value*. The benefits of these activities are clearly shown in what you

GENERAL MOTORS M

C H E V R O L E T • P O N T I A C • O L D S M O B



TURBET TOP

—puts the safety of solid steel over your head in every closed car of the General Motors family

WE DRAFT VENTILATION

—keeps the air you breathe healthfully free from drafts and makes driving safer by keeping the inside of the windshield and windows fog-free

OTHER FINEST FEELINGS

—matched to the popular taste, and approved by millions of car-owners as the expression of modern beauty of design

AN ARMY OF EXPERTS mans every General Motors plant—specialists who insure the value of the whole by building worth into each part.

get for what you pay when you buy any car in the GM family. How well these cars serve human needs—for more comfort—more safety—better performance—is known by millions of car-owners. The next time *you* buy a car, remember—General Motors means Good Measure.

GENERAL MOTORS MEANS GOOD MEASURE

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For Christmas...



This is the Christmas Card that will announce your gift of FORTUNE.

Send a year of FORTUNE
as my Christmas Gift...

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PLEASE PRINT _____
STREET _____
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MY GIFT CARD
SHOULD READ "from _____"
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● To _____
PLEASE PRINT _____
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CITY AND STATE _____

MY GIFT CARD
SHOULD READ "from _____"
STREET _____
CITY AND STATE _____

● To _____
PLEASE PRINT _____
STREET _____
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MY GIFT CARD
SHOULD READ "from _____"
STREET _____
CITY AND STATE _____

CHRISTMAS GIFT RATES

One subscription \$10, each additional gift \$7, foreign \$2 extra.
Your own subscription may be entered at these rates, in connection with your Christmas gifts. These rates apply only until January 1 on subscriptions ordered and paid for by one person.

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◆ FORTUNE is a gift made to order for business associates, for important customers, for men who are achieving success in business, for boys on the threshold of their careers, for intelligent women in touch with their husbands' affairs. It is a particularly gracious and thoughtful way to return some special kindness.

◆ There is beauty and richness in the feel of FORTUNE—in its fine paper, its rich gravure printing, its magnificent photographs and paintings. There is vitality and vast excitement between its covers, for month after month FORTUNE tells the most engrossing story of all—the story of modern industry.

◆ Special Christmas rates apply during the Christmas season. The order form is for your convenience in entering your gifts.

FORTUNE

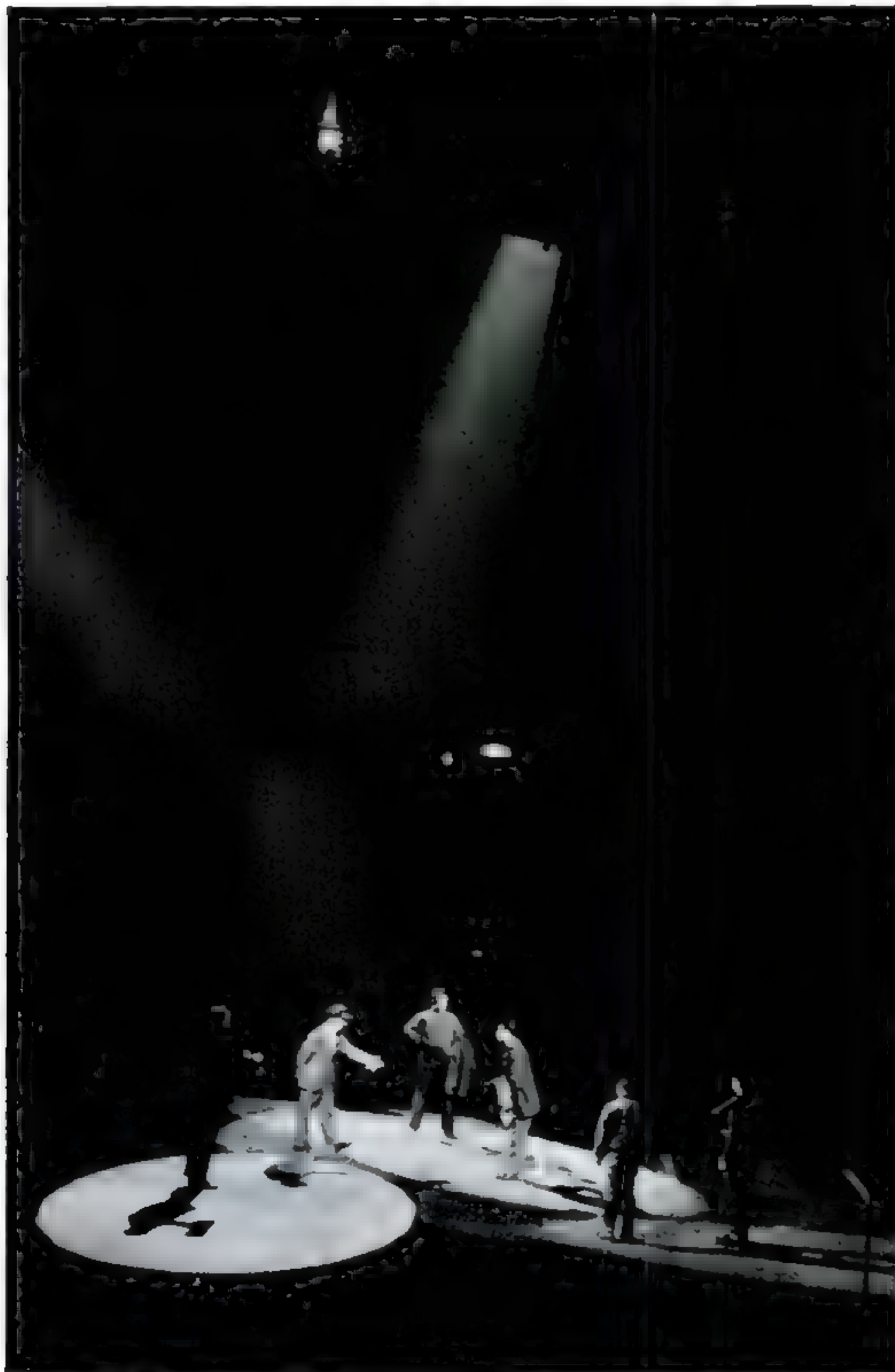
Published by the Publishers of LIFE

NEW YORK COMMUNISTS DRAMATIZE 20 YEARS OF SOVIET RULE

Into New York's Madison Square Garden, Nov. 13, swarmed 20,000 Communists and sympathizers to celebrate the 20th Anniversary of the Soviet Union. The *International* was sung. Hitler was hissed. Stalin was cheered. But the most notable event of the evening was a play entitled *One Sixth of the Earth*, tracing the development of Socialism in the U.S.S.R. from

1917-1937 and presented by 200 actors on a stage in the centre of the darkened Garden under brilliant spotlights, with dialog broadcast by loud-speakers (below).

To those familiar with most Communist gatherings, this unique performance suggested that Communism had adopted another idea from Fascism, whose leaders well know the value of spotlights, spectacles and style.



ROBOT CATCHES THE TWINKLE IN HER EYES!



Sequenceshooting assures natural unposed pictures like the one above. Study it. Notice the twinkle and sparkle that lasts only a fraction of a second.

ROBOT is years ahead of other fine miniature cameras. Its unique spring motor drive permits you to shoot one picture after another, in slow or rapid succession, without fussing with gadgets between shots. Later you select the outstanding negatives for enlarging (up to 3x3 feet).

Ask your dealer to show you this sensational new kind of camera. See for yourself why ROBOT is revolutionizing the whole miniature field!

NEW LOW PRICES:

ROBOT with Meyer Primotar 1/3.5 lens, only \$119, with Zeiss Tessar 1/3.5 lens, \$134; with Zeiss Tessar 1/2.8 lens, now \$149. Write for new booklet.



INTERCONTINENTAL MARKETING Corp.
Dept. 923
20 East 40th Street New York City



FLORIDA as you'll LIKE IT!

A new, rigidly restricted, ocean-front hotel, in a quiet location...yet with all the life and gaiety of Florida's "Gold Coast" to choose from if you're in the mood. Private beach, walk, games, lazy sunning, brisk surfing, bathers' elevators (change in your room). Complete adult recreations, supervised play for children. Dining indoors and out, smart cocktail lounge. Every modern advantage and service.

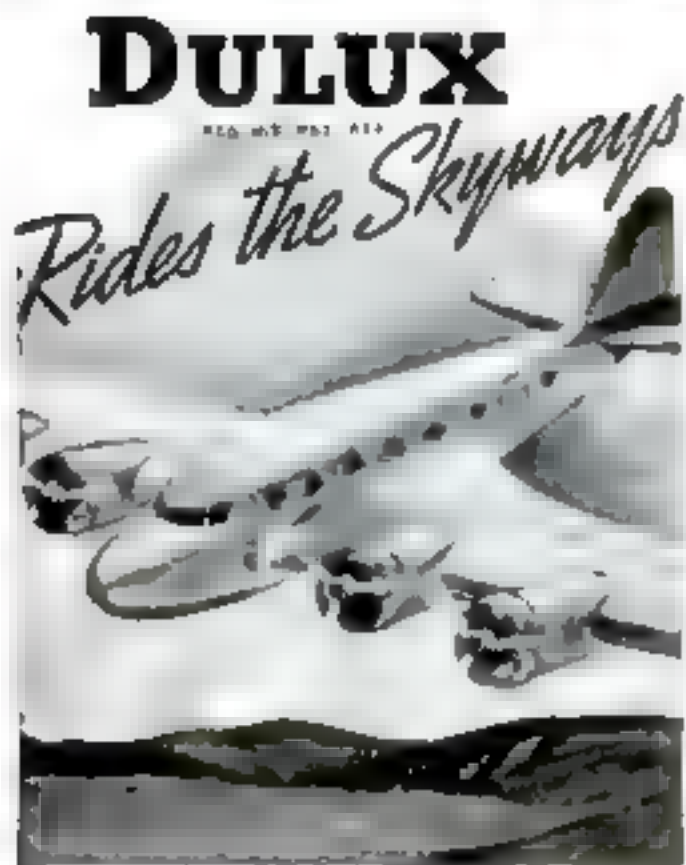
FORT LAUDERDALE—A friendly, uncrowded town of 13,000, with complete resort facilities...midway between Miami and Palm Beach...a short drive to either.

Ample parking. All rooms with bath and steam heat. American and European Plan. Ownership Management.

LAUDERDALE
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For Colorfully Illustrated Booklet,
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Box 2007
FORT LAUDERDALE, FLORIDA

DU PONT PAINTS for EVERY PURPOSE in Home and Industry



Night and day, month in, month out, the Dulux finish on transport planes keeps these ships sleek and smart as they flash from coast to coast.



Aground or aloft, gleaming Dulux fights the attacks of fair weather and foul. The fine appearance pleases passengers... and its economy delights line officials.



Inside and outside, Dulux has proved its right to be called the finest aircraft finish—for beauty, for durability, for lower maintenance costs.



Paints..Varnishes
Enamels..Lacquers
DU CO-DULUX

New York Communists (continued)



Secretary of the Communist Party in New York, Charles Krumboltz stood beside a U.S. flag to hail the U.S.S.R., rally party members to fight Fascism and Trotskyism.



No. 1 U. S. Communist, Earl Browder, and his Russian wife, Irene, clench fists in the Communist salute. Browder did not speak, dropped \$80 in the collection plate.



Amateur photographer, a member of the play cast, stole out front for a picture.



Amateur photographer, an usher, strayed from her station for a similar picture.

FALSE TEETH

"Stay Put" Only If
Gums "Stay Put"

Stability is what every dental plate wearer needs. Assurance that he can eat anything—appear anywhere at any time without his plate rocking, sliding, dropping down or popping out at just the wrong moment. But does he—do you—get it?

Well no—not permanent stability as a rule. As every dentist knows, mouth tissues constantly change. And as they change, even the most perfectly fitting plates tend to lose their stability and deprive you of security and comfort.

Have your dentist readapt your plate to changing mouth conditions. And never appear in public without first sprinkling **FAST-TEETH**, the new alkaline powder, on your plates. **FAST-TEETH** makes plates hold securely all day long. Special alkaline content prevents sore gums, acid "hot mouth," bad (denture) breath. Get **FAST-TEETH** at any drug store.



You have fire insurance.
You don't
worry



SEND FOR FREE BOOK —BE READY!



Every fire insurance policy states that you must make a complete list of destroyed and damaged property to receive settlement. Get this free "Household Inventory" booklet. It will help you list everything, room by room, before an emergency arises. Send the coupon. No obligation. Address:

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Dept. 1611, 13 Washington St.
Newark, New Jersey

Without cost or obligation, please send me a free copy of your booklet, "Household Inventory."

Name _____

Street _____

Place _____ State _____

A-3

New York Communists (continued)



3,000 new Communist party members were spotlighted in the Garden to pledge their "complete devotion to the Leninist struggle for socialism, for a Soviet America."



50 veterans of Abraham Lincoln Brigade, American unit of Loyalist forces in Spain, home because of disability, arose and were cheered. Not all were Communists.



Party member. Communist Party seeks to double its 55,000 membership by Jan. 21.



Party member. One-eighth of members drafted in recent months are Negroes.



THIS specialized medication—Vicks Vapo-nol—is expressly designed for the nose and upper throat, where most colds begin—and grow. Used in time—at the first sneeze or snuffle or irritation in the nose—it helps to *prevent* many colds, or to throw off head colds in their early stages. Even when your head is all clogged up from a cold, Vapo-nol brings comforting relief—lets you *breathe* again.

2 BIG RADIO SHOWS: Sunday 7 P. M. (EST)—famous guest stars featuring JEANETTE MacDonald... Mon., Wed., Fri., 10:30 A. M. (EST) TONY WONS. Both Columbia Network.



Calart brings artificial
Flowers to **LIFE**

• Nature designs the colorful blooms that bear the Calart Seal. In sunlit studios, our artists re-create the delicate beauty of nature's loveliest blossoms . . . that you may enjoy them for lasting home decorations.

LOOK FOR THE BLUE-AND-SILVER SEAL at your favorite department store or gift shop



Write for **FREE** booklet on flower arrangement

CALIFORNIA ARTIFICIAL FLOWER CO.
141 BLOUNT STREET, PROVIDENCE, RHODE ISLAND

EXPOSURE?

GARGLE LISTERINE

When a person coughs or sneezes on you, the air carries bacteria and deposits them in your nose and throat. Prompt action with Listerine, which kills germs, may avert an oncoming cold.



DRAFTS?

GARGLE LISTERINE

Like wet feet, drafts are dangerous because they chill the body unequally, weakening its resistance to germs. Avoid all drafts, and when you have been in one, gargle Listerine.



CHILLED?

GARGLE LISTERINE

Late-season football games are usually followed by severe colds, health reports show. After attending one, it's a good idea to gargle Listerine when you reach home.



Listerine kills germs associated with colds and sore throat

Tests During 7 Years' Research Show Cold Prevention Results That Amaze Even Medical Men

No remedy or treatment that we know of can show the brilliant clinical record in fighting colds that Listerine advances. Listerine offers you the possibility of getting off with light colds this year, or no colds at all. It is the new therapy that succeeds.

Tests made during 7 years of research showed this.

That those who gargled Listerine Antiseptic twice a day had fewer colds, milder colds, and colds of shorter duration than non-users. More important still—colds of Listerine users reached the dreaded danger zone of the chest less frequently than colds of non-users.

Why such results, that impress even medical men? Why is Listerine preferred to drastic purgatives that may weaken the system, vaccines that sometimes upset the patient, and those inhalants which may irritate the nasal passages?

Here is why: Listerine treats colds for what they really are—acute local infections. And the quickest way to combat local infections, as any doctor will tell you, is to kill the germs in-

involved in them. That is exactly what the Listerine gargle does.

The secret of Listerine's success, we believe, must be that it reaches the virus (germ) which many authorities say causes colds. At the same time it kills by millions the threatening "secondary invaders"—germs that usually inhabit even normal mouths, waiting until resistance is low to strike. Among them are the dangerous influenza and streptococcus germs. These "secondary invaders" are the germs that complicate a cold and produce inflammation. They must be held under control.

Five minutes after gargling with Listerine Antiseptic, tests showed a germ reduction averaging 94.6%. Fifteen minutes after, 96.7%. Even one hour after, nearly 80% on the average. This amazing germ reduction gives Nature a helping hand, and materially reduces the risk of cold. That is a matter of laboratory record.

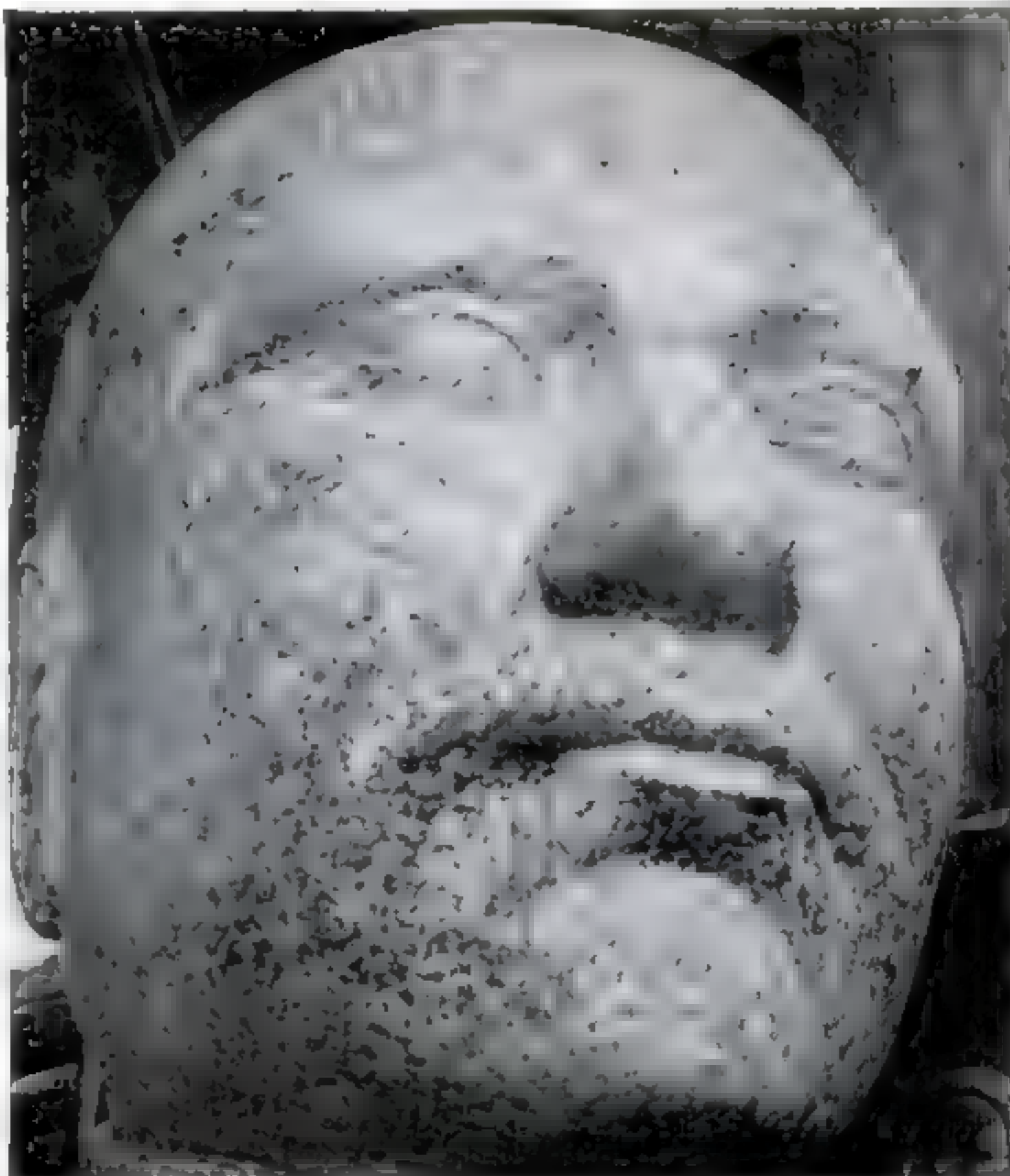
Use Listerine night and morning, and at the first symptom of a cold, increase the gargle to once every two hours. This pleasant precaution may spare you a long and expensive period of suffering.

LAMBERT PHARMACAL CO.
St. Louis, Mo.

FOR COLDS AND SORE THROAT

SUN YAT-SEN STATUE RISES IN SAN FRANCISCO

On Nov. 12, in San Francisco's Chinatown, was unveiled Italian Sculptor Beniamino Bufano's 14-foot statue of Sun Yat-sen who in 1912 ended Manchu rule, headed China's first republic. Mounted on a concrete pedestal, it was financed partly by WPA and partly by the local branch of the Chinese Nationalist Party. Sculptor Bufano, an early Sun sympathizer, once lived with the latter in China.



Dr. Sun's red-granite head is carved from one piece. The body is of stainless steel. The statue dominates St. Mary's Park where Sun often relaxed when living in California.



VULCAN STATUE STANDS AGAIN AT BIRMINGHAM



Vulcan's head, now reunited with body, lay rusting for years on a mountaintop while birds nested in his beard. In all the United States only the Statue of Liberty is larger.



To the St. Louis Exposition of 1904, Birmingham, Ala. sent a 55-foot statue of Vulcan by Sculptor Giuseppe Moretti. Briefly Vulcan towered over other State exhibits, returned home to rusty obscurity. Early this year, WPA and local funds built a 110-foot pedestal atop Red Mountain (above) from which the blacksmith god now looks down on Birmingham. Next spring dedication ceremonies will be held.



1 IF YOU DON'T SLEEP WELL, you should give serious thought to your problem. For sleeplessness is a serious and often a totally unnecessary handicap. It saps your energy and puts a great strain on your health . . .



2 IT IS A BUSINESS HANDICAP, too. You can't hope to compete nowadays if your body and brain are tired from lack of sleep.



3 PEOPLE who have trouble sleeping at night are learning from others about the advantages of



4 . . . OVALTINE! Taken at bedtime. It promotes sound sleep promptly!



5 . . . ENERGY FOR THE NEXT DAY, too! Mental alertness and physical "pep" are your rewards. Doesn't it seem well worth a trial?

Thousands Solving Their Sleep Problem!

Read how they are doing it—

A cup of Ovaltine just at bedtime is giving sleep to thousands of people.

Yet it is not a drug in any sense of the word.

Ovaltine was created in Switzerland over 40 years ago (now made in the U. S. A.). It was originated as a food for convalescents and is still widely used for that purpose. Then, it was discovered by doctors that, when taken at bedtime, it also fostered a sound night's sleep.

Ovaltine is now the world's favorite nightcap. It relieves that feeling of "Inner Tension." This helps you to relax at night. And when you can relax, sleep usually follows as a natural consequence.

Sleep More Restful

Restful sleep! Not the "dopey", unrefreshing kind. After an Ovaltine night's sleep you awake refreshed, rested—ready for the day!

The reason doctors approve Ovaltine is that it is so healthful. It is rich in vitamins, and minerals and other food elements you need. It is used in over 1,700 hospitals in this country alone.

To enjoy a good night's sleep, try Ovaltine. Use it regularly. It is not habit-forming, but it is a mighty good habit to form.

Very Easy to Prepare

Just put 3 or 4 teaspoonfuls in a cup of milk and drink it at bedtime. It is delicious. You will like it. And best of all, you'll like the many benefits which Ovaltine gives.

Get a large-size can from any grocer, or at any drug store, and start the practice of drinking Ovaltine regularly at bedtime. Why not begin *this very night*? It is very easy to prepare. You follow the simple directions printed on the can.

Copyright 1937, The Wander Co.

MEMO TO: *Walter Wanger*
 SUBJECT: *52nd Street*

Photographs for LIFE by Fritz Henle

Your studio, Mr. Wanger, has made a movie called *52nd Street*. It is all about a New York street and its fine old houses, now turned into night clubs, and the daughter of an old family who becomes a hot-cha singer. The critics didn't like it at all and frankly, Mr. Wanger, they were right.

You're a big, important producer and we wouldn't try to tell you how to make movies, but there are a few things about 52nd Street that you ought to know. Your movie covered only one block—between 5th and 6th Avenues, where the night clubs are. "Swing Alley" they call it, on account of the hot swing bands at places like the Onyx Club and Leon & Eddie's. Visiting firemen go to Broadway for night life but 52nd Street between 5th and 6th is where native New Yorkers spend their big evenings.

Maybe you had a good idea in doing a movie about this one block. But maybe you could do a better movie on the whole street. It's only two miles long but worth \$50,000,000, which is more than you could get for, say, the city of Galveston. You can do almost anything you think of on 52nd Street; eat, drink (in 62 bars), get a beauty treatment, shop, swim, go to school, get Federal relief or sail for Europe.

Nowhere else in the world will you find the amazing stratification that exists on a New York crosstown street. Fifty-second begins in one river (the East) and ends in another (the Hudson). At the East River end it is very, very toney, a little island of fashionability set in a sea of slums. You must know about this district because *Dead End* was laid there. When you cross First Avenue, going west, you run right into a tenement district. Block by block, the street changes, like a fancy layer cake, from luxury to tenements to smart shops to night clubs and back to tenements. We've taken pictures all along the way, so that you can see what you missed.



1 52nd Street begins nobly on a platform above the East River. On its right, snobbish River House with private dock. To right of River House, the *Dead End* slums.



2 River House courtyard. A three-room apartment here costs \$3,000 a year.



3 Dogs east of 1st Ave. are aired by door-men. Mrs. E. L. Cashman's wolfhound.



4 Dogs between 1st and 2nd Aves. see life from tenements with their masters.



5 Boys pitch pennies on the corner of 1st Ave. 52nd Street is a dead end.



6 This is the view from a rear window of No. 301, looking toward 1st Ave.



7 Sidewalks and streets are the playgrounds for children of the tenements.



8 Mrs. Smith and Mrs. Jones gossip on brownstone stoops between 2nd & 3rd



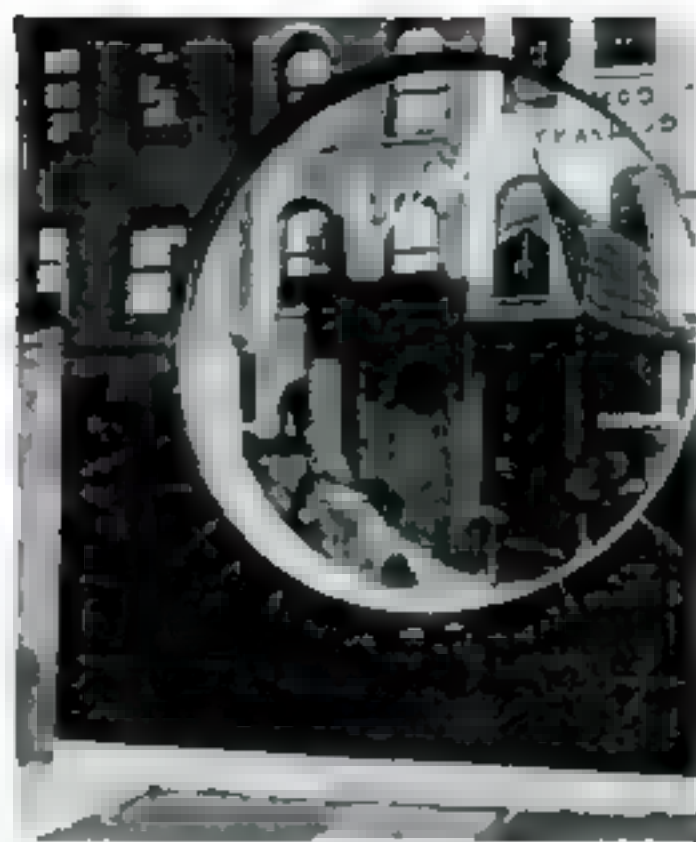
9 Around 3rd Ave., garages. A Rolls Royce with driver rents for \$25 a day



10 Corner of Lexington: Mrs. Wanger could swim at YWCA; you couldn't.



11 Corner of Park: Hotel Ambassador (good room; \$8) and sleek businessmen.



12 Between Park and Madison, Viola's sells "chapeaux." One good hat: \$40.



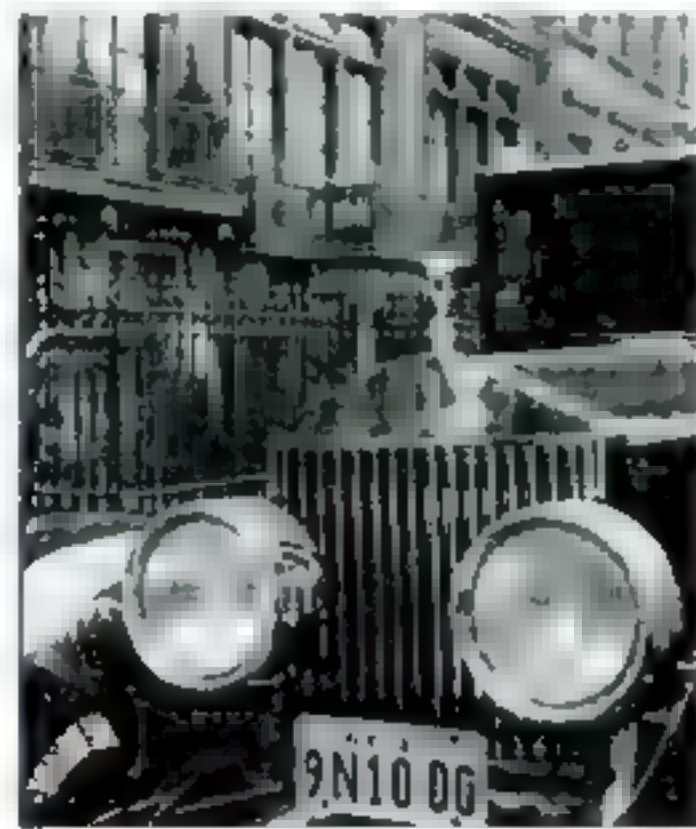
13 Fifth Ave: traffic, two-deck busses, Officer "Good-boy Dan" Sullivan.



14 West of 5th, the night clubs begin. Jack White's has a \$2.50 minimum.



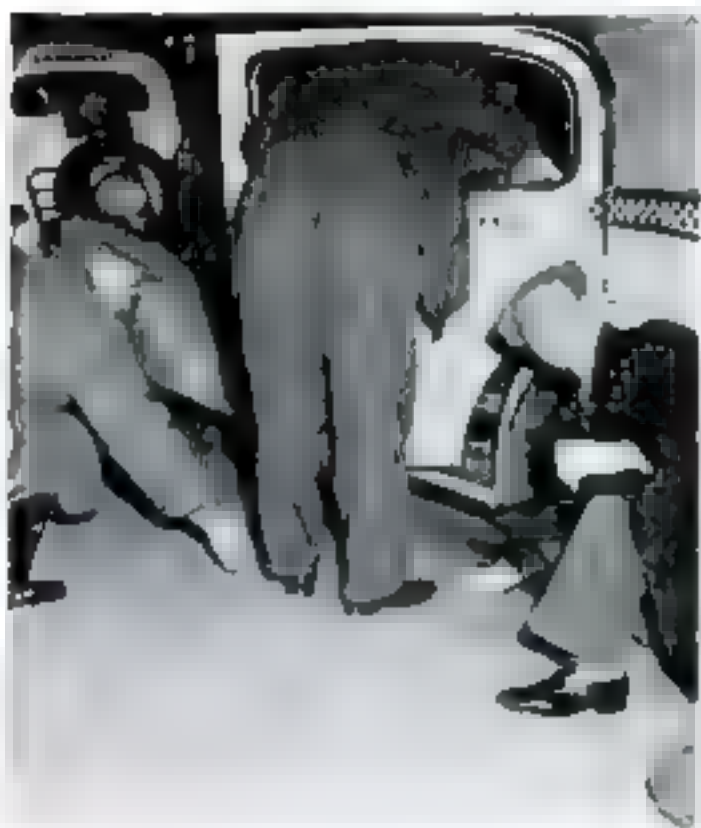
15 One attraction at Jack White's "18" is Pat Harrington, funny drummer.



16 A Rolls Royce's radiator insolently reflects the "No Parking" sign.



17 "21" is the most fashionable. You get in only if they like your looks.



18 Taxi drivers playing hot-foot (lighting matches in victims' shoe-soles).



19 Leon Enken (left) is the co-proprietor of Leon & Eddie's at No. 33.



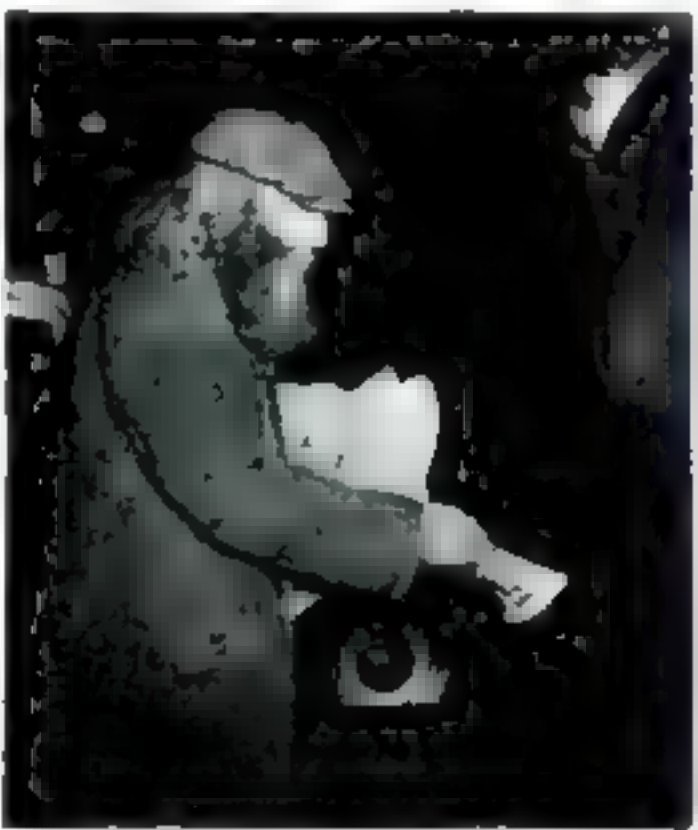
20 Eddie Davis, the other half of Leon & Eddie's, entertains with dirty songs.



21 Unloading barrels of beer for Onyx Club, "Home of Swing" at No. 62.



22 Pete Brown, Onyx saxophonist, belongs to the street's hottest band.



23 This old fellow sells morning papers to late travelers in "Swing Alley."



24 Above the night clubs are apartments. One has an illegal rifle range.



25 Outside the Club 52nd St., as the night gets old, tired heads find rest.



26 You could find some human interest in the floor show girls. This is Estelle Kier, aged 19, who commutes

from her home in Newark, N.J. A couple of weeks ago Estelle was getting \$35 a week for dancing in two shows

nightly, seven nights a week, at the Club 52nd Street. Since then the club has closed and Estelle is out of a job.



27 Corner of 7th Ave.; office of Irving Berlin, now absent in Hollywood.



28 Last night club is the Mirador near Broadway. Girls in dressing room.



29 At Broadway, penny arcade and risqué movies lend Coney Island touch.



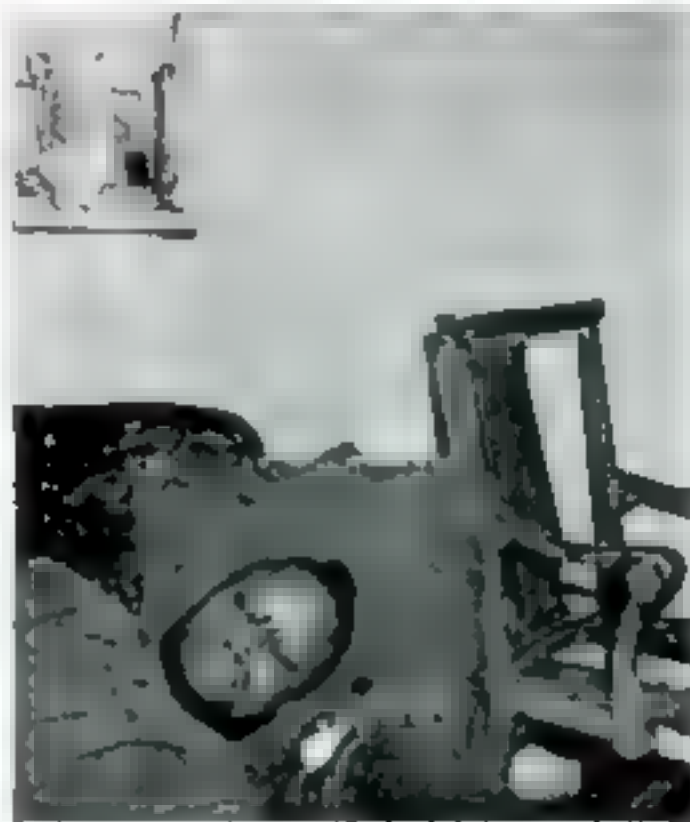
30 52nd, west of Broadway, is northern limit of the theatre district.



31 At 8th Ave., the street becomes suddenly colored. Note cowboy chaps.



32 West Side dog at peace with the world after a good lunch from bone.



33 Sam Morgan, day laborer, lives near 9th Ave. Sam is not a Harvard man.



34 This is what Sam Morgan sees when he looks out his fifth-story window.



35 Sam's wife and niece in the kitchen of their three-room, cold-water flat.



36 At corner of 11th Ave., Mrs. Hearst distributes free milk to children.



37 In a city playground at 11th Ave., the Clover Football Team practices.



38 At its western end, 52nd Street runs into the dock of the Italian Line.



39 The last thing you can see on 52nd Street is the huge Italian Liner *Rex*, ready to sail for Europe. The hawker on shore sells souvenirs of the ship to sight-seers.

THE CAMERA OVERSEAS: A JAPANESE BAKER GOES FORTH TO WAR IN CHINA



The Imperial Japanese Army called out a little Tokyo baker named Seguro Kizu to fight in China. On the eve of the day he was to report at the barracks, he gave the farewell party expected of a man in this position. For the party, Japanese beer and boxes of cold food from a restaurant were put before the guests. The free Japanese flags issued by the Tokyo newspaper *Yokichi Yokichi* were handed out. Seguro Kizu wore his best black-silk kimono laced on sleeve and chest with the Kizu family crest. Every family in Japan has a crest. There is the scene at Seguro's party. Seguro holds out his glass *centra fare you and*. Behind him is his mother. At left are his wife and four children. Nobody said "Goodby." In the old *samurai* pretense of heroism cultivated in modern Japan, the guests said only *O-gan de itte kashai* (Go and be worthy).

One of the guests at Seguro's party not seen above was

Yamamoto Natori who superbly photographed the State of Vermont in the July 1935 issue of LIFE. Natori is a hardy, cheerful, easy-going, and outgoing student who can't body could be a plunger. He is one of the world's best photographers. On Sept. 11 he left the U.S. for Tokyo. On these two pages are his first pictures of Tokyo—the excitement of going to war with China. It is the most far-reaching in Seguro Kizu's case. Unlike the others here photographed, Natori has not been conscripted but left on Oct. 1 for the China front to take more pictures.

All fit Japanese males are eligible for two years in the Army, go into the reserves at 22. At the start of the war the active Army consisted of 250,000 youths up to 22 going their term. It has been increased by calling out reserve classes up to the age of 32. Latest estimates of the total Japanese under arms are 2,000,000.



Tokyo streetcar takes a conscript to barracks (note young man in youth-club uniform on the rear platform). Banner bears the conscript's name—Seguro Kizu (see opposite page).



Conscripts line up at the Shimbashi school to be led in song by the principal. Left foreground, three reserves. All wear chrysanthemums, national flower that came from China.

This is the Tokyo to which LIFE's Japanese Photographer Natori returned in September. Scene (at right) is the courtyard of the biggest school in the Shimbashi precinct of Tokyo, the amusement district. Here the latest men called to the Emperor's service line up for the community's applause before going to the barracks. Leading the applause is naturally Mrs. Sadao Araki, wife of the grim little Japanese general who as onetime War Minister and leader of the militarist clique, has tried for years to lead Japan into a full-dress war against China. By and large the Japanese citizens shown here have done the job he expected of them in China.

Seguro Kizu, like his fellow citizens, refitted his *tokonoma* corner for flower arrangements with war gear (see opposite page). He was able to get a nobleman, Viscount Ogasawara, to paint his scroll saying "Samurai's Victory." The fan says BANZAI ("May you live 10,000 years"). Mr. Kizu's *tokonoma* also has a Cloth of a Thousand Stitches to wear around his stomach or head. The tray contains money gifts.

The Cloth of the Thousand Stitches is wanted by every pious soldier because every stitch, sewed by a different hand, is an added protection. This Boy Scout solicits stitches.



Japan's reserves, relatively untapped, stand in rear beside geisha girls of the new patriotic women's league, Kokubo

Fujinkai, while the league president, Mrs. Sadao Araki, wife of Japan's No. 1 jingo, bows farewell to conscripts.

THE CAMERA OVERSEAS: PEACE TALK BY 19 NATIONS GETS NOWHERE WITH JAPAN



DELEGATES AT THE BRUSSELS CONFERENCE IN THE PALACE OF THE ACADEMIES ARE LISTENING TO OPENING SPEECH OF CHAIRMAN SPAAN (BELGIUM)

The Nine-Power Treaty signed at Washington in 1922 provided that if ever China were imperiled, the signers would meet and talk. On Nov. 3, eight of the nine powers (excluding Japan) plus eleven kaiserizers sat the 19 delegates down at Brussels to see what could be done about the Sino-Japanese War.

Twice they invited Japan to join the party, twice Japan refused. All the Conference got was a Japanese statement that the war was no business of the rest of the world; that Japan was morally obliged to overthrow a Chinese regime (Chang Kai-shek) antagonistic to it. Feebly the Brussels Conference declared that the internal regime of China is no business of Japan's, that the war is the rest of the world's business. Its nearest to an ominous note was its promise to determine the world's attitude in the matter. Then, in futility, it adjourned.

Before it had adjourned, Britain's delegate, Foreign Secretary Anthony Eden, had rushed home to London. Behind his back, the conservative wing of the British Cabinet had persuaded Prime Minister Chamberlain to send to Germany Lord Halifax (*shown at right*). Halifax's dubious job was to ask Adolf Hitler what price he will accept to keep the peace. Two possible prices: (1) some of Germany's old colonies back, or (2) British neutrality in case Germany attacks Czechoslovakia or Austria. This latter, favored by land-hungry British conservatives, would lead to German domination of southeastern Europe.



Lord Halifax (*left*), Britain's unofficial envoy to Adolf Hitler, seen with Secretary for Colonies William Ormsby-Gore.



China's delegate at the Brussels Conference and League of Nations, Wellington Koo, asked for war materials for China.



Britain's Eden drank tea with little finger extended. Japanese-atrocity stories made him look nervous.



Russia's Litvinov kept his cup level, sucked his tea. Japanese-atrocity stories made him look horrified.



Italy's Count Aldrovandi-Marescotti voted against the Conference's feeble rebuke of Japan, under a Pal-

ace of the Academies fresco representing scenes from Spain's 16th Century tyranny over Belgian lowlands.



U. S. DELEGATE NORMAN DAVIS PLAYS GOLF



HIS OPPONENT IS BRITAIN'S SIR ROBERT CLIVE



THE CADDY IS AN APRONED BELGIAN WOMAN



THE COURSE IS THE ROYAL BELGIAN GOLF CLUB



THE CAMERA OVERSEAS: THE SHADOW OF ISLAM STILL LIES HEAVY ON THE BALKANS



MOSLEM CONGREGATION IN YUGOSLAVIA BOWS FIVE TIMES A DAY TOWARD MECCA, WITH THEIR SHOES OFF AND THEIR HATS ON



ONE MOSLEM (ARROW) HEARS THE CLICK OF THE CAMERA'S SHUTTER, STARTS TROUBLE

The adventures of LIFE's photographer Ernst Kleinberg in Eastern Europe lately brought him to the thickly populated Serbian city of Skopje (tobacco, copper) in southern Yugoslavia. This is one of the backward, treacherous hinterland known as the Balkans where the landscape looks much like Old Testament. One known is the fact that in Yugoslavia live some 1,500,000 Moslems, leftovers of some 100 years ago when Turkey ruled all this land. Since then Islam has dwindled drastically.

Moslems do not much like to be photographed. A fanatic Moslem often feels that being photographed makes him unsightly in the eyes of Allah because it robs him of his face.

Photographer Ernst Kleinberg got into Skopje's Sultan Mohammed Mosque without difficulty. He got the picture above of 88 Moslem backs bowing toward Mecca, 1,800 miles southeast. Moslems are built pointed toward Mecca and the mihrab (the place is marked by the *mihrab* stone.) Note that some wear shoes. The women are worn in a room behind curtains. The teacher in the southern corner is the Imam Jomai reciting lessons from the Koran. Sabbath noon (Friday) he reads from the *quran* beside him.

When the photographer took the picture above, however, the youth marked with an arrow heard the click of the shutter, rose and hid the photographer thrown out. The police came to his rescue and kept the Moslems from destroying his camera.

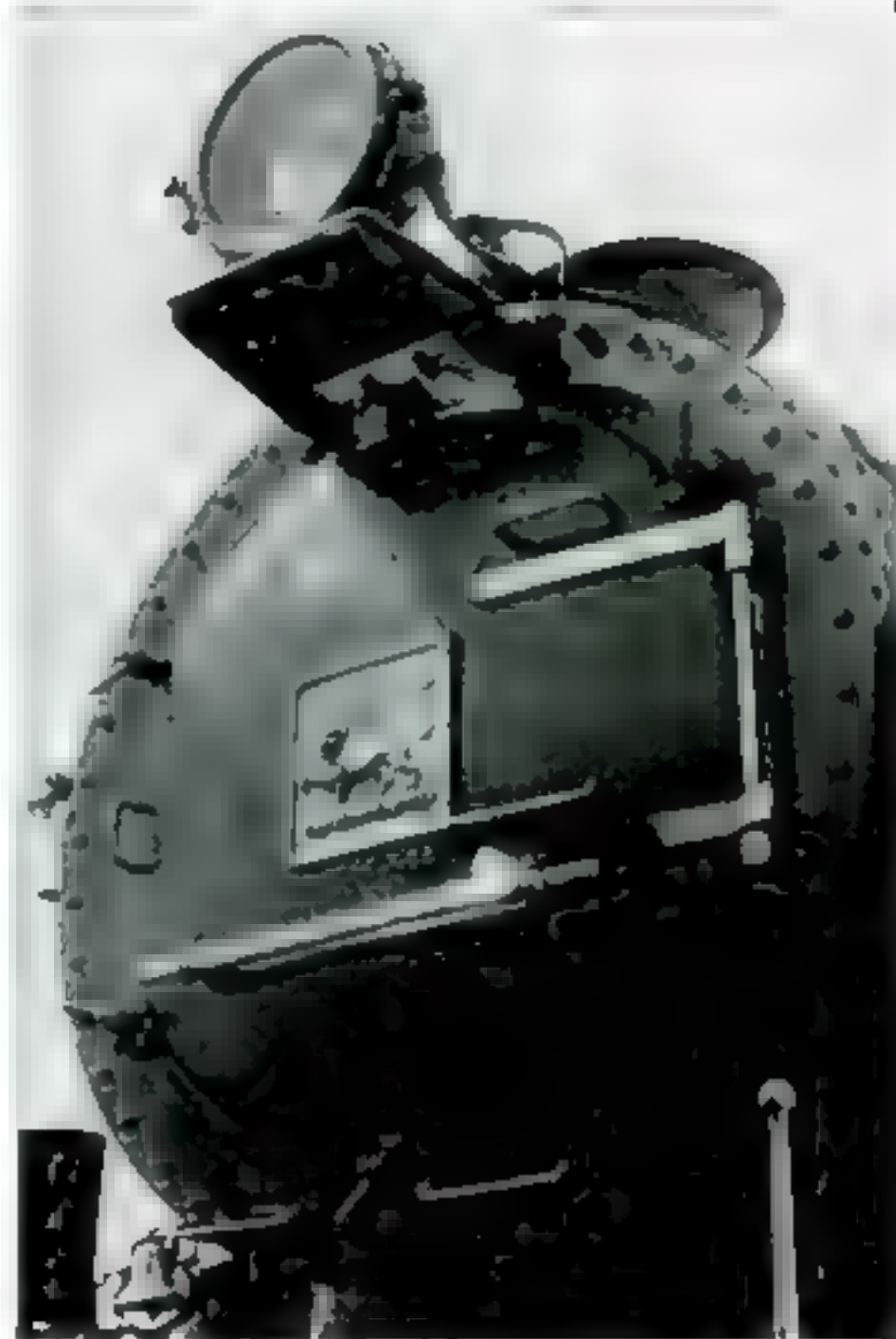
THE PERSIANS BUILD A RAILWAY FROM SEA TO SEA

Iran (new name for Persia) raises a desert plateau between the Arabian Sea and the Caspian Sea, between Turkey and India. Spanning this sheer-walled plateau with a railroad is a job Iran has fumbled with for 45 years. In 1926, Iran's tyrant Shah Riza Pahlevi tried American and German engineers, fired them in 1930. In 1933, he hired a syndicate of Danish engineers, called Kampsax (Kampmann, Kierulff and Saxild), and the Swedish locomotive engineers Nydquist and Holm. The Shah had decided to build his railroad north-and-south, from the Caspian to a bay on the Persian Gulf. He demanded that the northern half from Teheran, the capital, to the Caspian be finished by last June. It was finished in February. He asked that the southern half to the Persian Gulf be finished by March, 1939. On this page is shown how far Danes and Swedes have progressed.

The Iranian railway has been one of the toughest in the world to build. It involves 250 tunnels, scores of bridges. For a while in the south it followed the gorge of the Ab-i-diz River (*right*). Estimated total cost will be \$100,000,000. Accidents have killed 450 men. The 45,000 workers are largely Persian, except for tunnel-building crews imported from Italy. Earthquakes, landslides and volcanic eruptions have shaken the works, but damaged no tunnels or bridges. The Teheran station is provided with private chambers and a private staircase to the platform for the Shah. But the most extraordinary thing about the road is that it has been built without a foreign loan, on the proceeds from Iran's tea and sugar taxes.



The roadbed was cut out of the sheer wall of the Ab-i-diz River gorge which traverses the wild southern mountains of the Iranian plateau. The Miocene limestone contains oil.



Iran's lion is plated on this fine new locomotive for the Iran railroad built by the Swedish locomotive engineers Nydquist and Holm. Some 400 miles of track are already open.



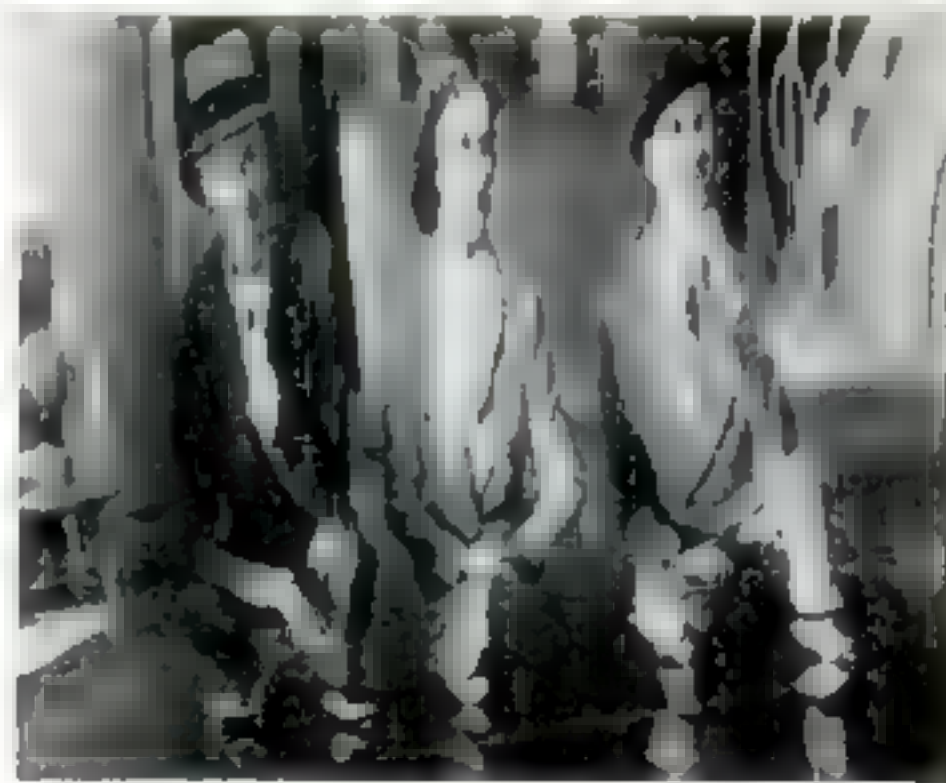
ON THE SOUTHERN EDGE OF THE PLATEAU OF IRAN THE NEW RAILWAY HAS REACHED CHANBAZAN. NOTICE WORKSHOPS.

MOVIE OF THE WEEK:

Damsel in Distress

When Fred Astaire and Ginger Rogers broke up the most potent box office team in screen history, Hollywood predicted that at least one of them would regret it. In *Stage Door* Miss Rogers proved that it wouldn't be she. In *Damsel in Distress* Mr. Astaire is cast to prove that neither will it be he.

To fill the gap which Ginger left, Astaire and his studio, RKO, had three ideas. The first was Joan Fontaine, a young lady who tries hard but lacks Ginger's grace. Second idea was the comical team of George Burns and Gracie Allen who does, respectively, wit. Third idea was a fun park with clothes, barrels revolving floors, or which Gracie gets going around in circles and cannot stop, and a bed of eccentric mirrors where the three of them spend an amusing five minutes. It is, does it offend? Ginger, but the Fred Astaire of the long feet and the slight figure so absurdly caricatured in the mirror at 150 pounds, a man whose partner, that is,



THE SHORT OF IT: ASTAIRE, ALLEN, BURNS



THE LONG OF IT: ASTAIRE, ALLEN, BURNS



THIS IS WHAT THE MOST ECCENTRIC MIRROR THAT RKO COULD BUILD DOES TO FRED ASTAIRE, GRACIE ALLEN AND GEORGE BURNS

Telegram

FOR
Mr. Snifflin!



TELEGRAM

MR U R SNIFFLIN
DOANBE ILL

MENTHOLATUM SOOTHES NASAL IRRITATION
HELPS OPEN STUFFY NOSTRILS CHECKS
SNEEZING DUE TO COLDS YOU'LL LIKE IT

I'M SURE

To Quickly Relieve

NASAL IRRITATION

due to colds

USE

MENTHOLATUM

© 37 M. Co. **Given COMFORT Daily**

BUY GIFTS DIRECT—SAVE MONEY

This beautiful thin model Cigarette Case, made of solid Jewels Bronze, etched design. Special get acquainted price, only \$1.25 each, in G.I.R. Box. Sent C.O.D. or mail check or money order. **MONEY BACK GUARANTEE** if not entirely satisfied. Ask Dept. L for FREE CATALOG OF 375 BEAUTIFUL GIFTS. **L.F. GRAMMES & SONS, INC. — ALLENTOWN, PA.**



Give Her
MUELLER
Blocking
Frame

Wash and block your knit wear and other materials with the Mueller Blocking Frame. Sweater frame and skirt frame can be used separately or together for dresses. Does away with tedious pinning on the floor method.

Adjustable to all sizes, easy to use, no creases, no pressing done quickly without shrinking, saves money. Endorsed by thousands of women and leading publications. If unable to get the Mueller Wooden Frame at your store, write us and we shall fill your order. Send for booklet, Mueller Garment Frame Co., Schenectady N. Y.



Private Lives



Mrs. Gertrude Redfern, whose Aviator-Husband Paul vanished in the general direction of Brazil in 1927, is about to petition a Michigan court to have herself declared a widow. Ridiculing rumors that had Redfern living as a "white god" among Brazilian jungle natives, she said, "I don't anticipate any doubt that Paul will be declared dead in court."



Walter Wanger, 49-year-old moving-picture producer whose current show is 52nd Street (see p. 64), is distressed because another Walter Wanger (right) has been advertising his Manhattan night club shows as "Wally Wanger Productions." Through his lawyers Mr. Wanger No. 1 has asked Mr. Wanger No. 2 to cease using the name Wanger professionally.



Jesse Livermore Jr., 18, son of the former stock-market plunger, married Mrs. Evelyn B. Sullivan (right) in Maryland in a surprise ceremony. Present was his mother who accidentally shot him in 1935. The couple left for Stamford, Conn., where the groom has a bottling business. Said he: "We haven't time for a honeymoon. Business comes first."



Rev. Ellsworth Newton, Paris, Mo., Baptist minister, is being tried for the murder of Mrs. Maybelle Kelly, wife of a local mail carrier. President of the Missionary Society in Newton's church, she left town with him July 12, was found dead in the Mississippi River the next day. After four months in jail Newton now faces possible execution.



Walter Wanger was chagrined at the No. 1 Wanger's suggestion that he change his name after 29 years, said that the use of "Wally" instead of "Walter" was just as far as he would go. "For what am I paying you?" he snapped at his lawyer. "Why don't you tell him to change his own name back to Feuchtwanger, as it was in the first place?"



Mrs. Jesse Livermore Jr., 20, is a Baltimore divorcee who had a honeymoon with Graham Sullivan when she was 16. Week before her second marriage, young Livermore introduced her to his friends at Manhattan's Stork Club. Her father, Henry Bletzer, who died last May, was a prizefight promoter, was once in jail for conspiracy to transport liquor.

OH, BOY! IT'S A *Genuine* Brunswick



A CHRISTMAS
GIFT THE WHOLE
FAMILY WILL
ENJOY!

Here's wholesome fun for every day in the year, rain or shine. Provides endless hours of good, clean sport and health-building exercise for boys and girls. Keeps them in the home and out of mischief!

Produced by the makers of Brunswick billiard tables, used exclusively for championship tournaments. Sturdy—steady—rigid as a rock. Folds quickly. Smart new streamlined design. Natural wood and walnut finish. You've never seen a play-table like it before.

LEADING DEPARTMENT STORES and furniture stores carry four sizes. See them today. Priced from \$15.95, complete with balls and cues.

THE BRUNSWICK BALKE-COLLENDER CO.
Department L-1375
623-25 E. Wabash Avenue, Chicago, Ill.
Established 1895

"Brunswick—The Greatest Name in Billiards"

NOW Air-Conditioned DUKE OF DUNDEE

THE FILTER PIPE THAT NEVER BITES

Some good pipes bring you one... But Duke of Dundee gives you both. Here is the new 2 in 1 scientific combination.

All Styles Imported Brier WHITE FOR BOOKLET

1 FILTER
Super-absorbent. Cleans smoke. Never clogs. Box of 12 FREE.

WORTH TWICE THE PRICE

2 COOLER
Synchronized air conditioner scientifically cools smoke.

Buy this double-value. At all good dealers or mail with retailer's name and address to **CONTINENTAL BRIAR PIPE CO. INC., BROOKLYN, N. Y.** Also Dundee Cigar and Cigarette Holders only 50¢

DUKE OF DUNDEE
THE FILTER PIPE THAT NEVER BITES

de franne SPORT AT **Bass' 29¹⁵**

Takes 5-vert packet or 8-3-1 and 2-7-8 Aristocrat jams
delivered without shank 1 and in 1/200th With auto leather case.
BASS CAMERA CO. Write Dept. L
179 W. MADISON ST. CHICAGO, ILL.

Private Lives (continued)



Charles Warren, unemployed Manhattan salesman, slipped into a stationery-store telephone booth, unscrewed the light bulb, plugged in the cord of his electric razor, started to shave. Arrested for disorderly conduct, he explained that he was just trying to make himself look presentable in order to hunt a job.



Princess Rajkumari Lallavathi, 28, niece of the Maharajah of Mysore, stopped off in Manhattan on her way from California to Europe. Because Hindu dietary laws prohibit eating anything of animal origin, she travels with special supplies of rice, curry and fruits. Before breakfast she takes whisky and water.



Harry Burns, sentenced to 9½ years in prison in 1904 for stealing \$30 from some gum-vending machines in Pennsylvania, escaped after six months. Now a respected Chicagoan of 49, he voluntarily surrendered to police, confessed, "I had to tell," he said. A Pennsylvania court set him free, told him to forget it.



Charles A. Stiff, trainman on New Jersey Central, is suing his brother-in-law, Oscar F. Douglas Jr., for \$250,000 for allegedly alienating Mrs. Stiff's affections. Asked when he found out that he had lost his wife's love, Mr. Stiff, referring to his daily box lunch, replied, "When she left the liverwurst out."



George J. Gillespie, 60-year-old president of New York City's Board of Water Supply, is marrying Leonore M. Tierney, public-school executive. Trustee of St. Patrick's Cathedral and a Knight of St. Gregory the Great, Mr. Gillespie was sued for \$574,000 in a 1930 breach of promise case, settled out of court.



Charles Crocker of the San Francisco banking Crocker's is being sued for divorce by his wife and for \$500,000 by Mrs. Harold Scott Hobart, for alienating the affections of her Manhattan interior-decorator husband. Said Crocker: "There never existed any affection between Helen Thomas Hobart and her husband."



"I NEVER HAD MUCH OF A JOB, MARY

yet here we are taking a trip around the world!"

THEY were very young and very poor when they married forty odd years ago. Their honeymoon journey was a ride in the livery stable carriage to and from the church.

That made no difference to Mary. But her husband never forgot. And so now, with the cash reserves their Fidelity Income Plan is providing, they're going places and seeing things, enjoying life without a worry on their minds.

You need not earn much to participate substantially in the benefits of the Fidelity Income Plan. Just a little odd change set aside each day will assure that you have ample, instead of precious little, when you grow old.

You can make the flexible Fidelity Income Plan do so many

things . . . finance the education of your children, pay for a home of your own, settle future obligations, put yourself in shape to take advantage of profitable opportunities.

Fidelity has always met every contractual obligation when due without exception. It keeps on deposit at all times with the state treasurer of West Virginia, or other state depositories, approved securities equaling the total cash liability to all contract-owners.

A Fidelity representative will gladly explain how simply and easily a satisfactory program may be worked out, based on your present means and probable future needs. There is no obligation. Just telephone or write our nearest office now.

Established over 26 years . . . Assets over \$34,000,000.00

FIDELITY INVESTMENT ASSOCIATION, WHEELING, W. VA.
Offices in Principal Cities. Affiliate: Fidelity Association of New York, Inc.

Make your future secure through
FIDELITY INCOME PLAN



CARL SANDBURG: "LIFE has held to high standards of scientific and historical approach. It is an engaged education to masses of people in a grand experimental way."



MRS. HORTENSE ODLUM, Pres. Bonwit Teller: "From the woman's angle, I find LIFE a welcome concentrate of the world's news presented in the most entertaining fashion imaginable."



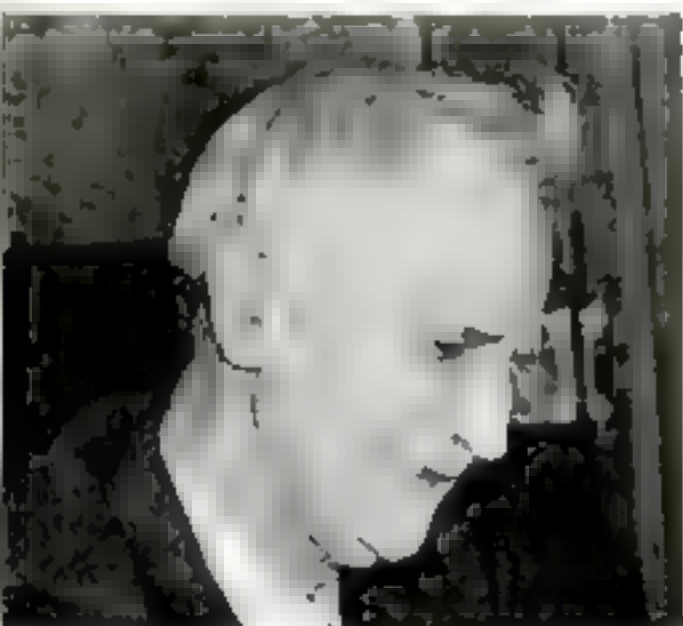
THOMAS E. DEWEY: "LIFE is not only entertaining and stimulating—LIFE is unbiased and unafraid in presenting important news. It is a great combination of courage and color in picturing American life."



EDWARD F. McGRADY, Former Ass't Sec. of Labor: "LIFE is outstanding. It leaves an everlasting impression of characters that cannot be obtained through cold print."



IRVIN S. COBB: "I like LIFE because that presents a more complete relation to the world than any other pictures of the happenings about us. It is a brilliant exposure of journalistic truth."



ROGER W. BABSON: "LIFE is life. I cannot think of higher praise for any magazine."



WALTER LIPPMANN: "I am an avidly interested reader."



DEANNA DURBIN: "I love LIFE—I'm keen about its picture-stories and so are all the boys and girls I know."



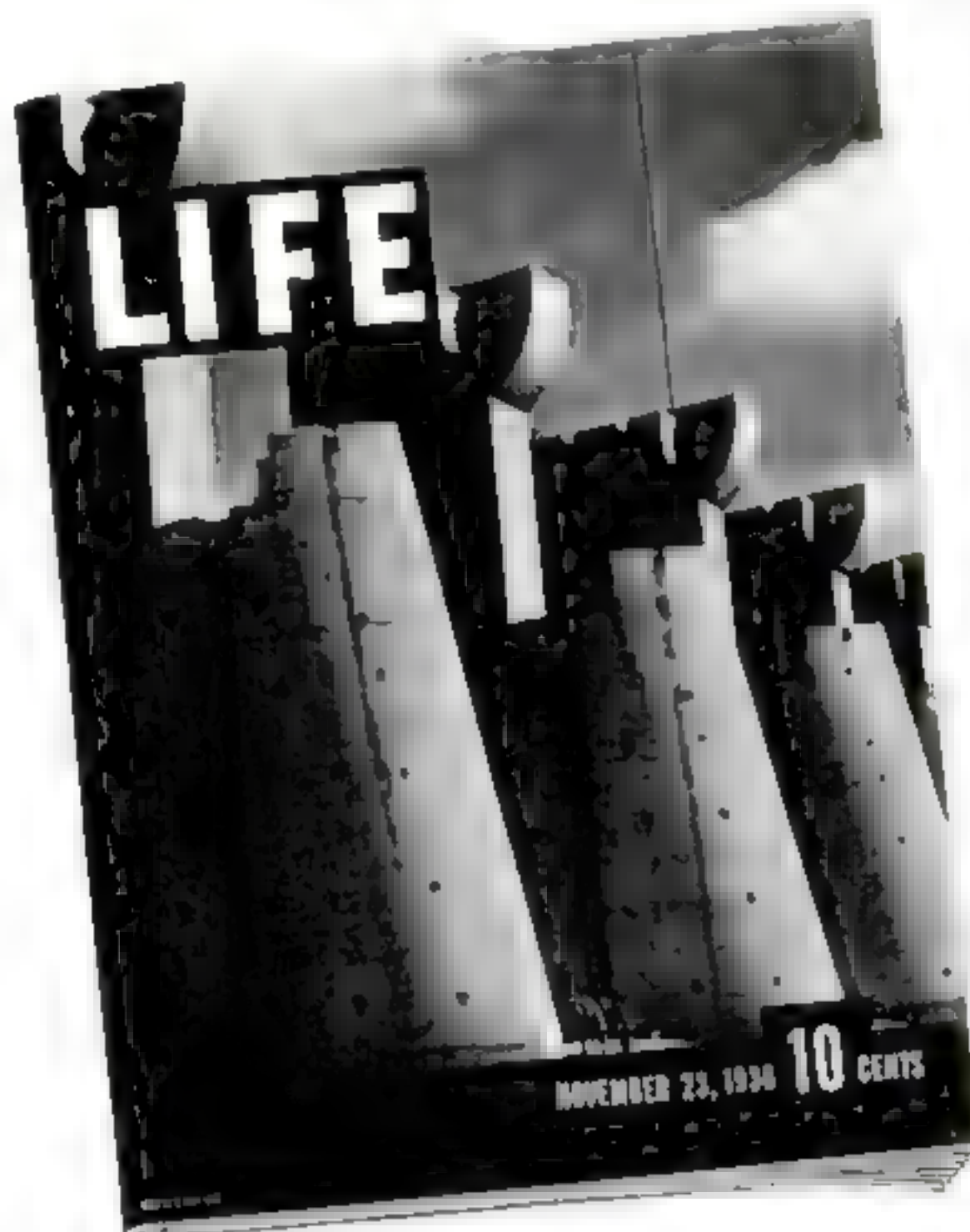
O. D. (O'D) MCINTYRE, Columnist: "LIFE is the 'wonder kiddie' of the journalistic age."



LOWELL THOMAS: "I look forward to each issue. And I have followed it from cover to cover."



HAROLD G. CAMPBELL Supt. of Schools N. Y.: "LIFE is doing a excellent job. I have enjoyed every page of it. I think you have succeeded in maintaining the high standards you set for yourselves in the past issues."



LIFE begins—On a Friday morning a year ago people turned over in their hands a strange new magazine. The strangest thing about it was the singular assignment it had carved out for itself: to report, every week in pictures, the world and its news, to try to convert the most realistic of interpreters, the most human of commentators—the camera—into the most responsible of reporters. With support pledged by 225,000 adventurous Charter Subscribers who had had faith in this unseen, untried magazine... LIFE began.



GRANT WOOD, Artist: "With your pictures you have told the American public things about war, strikes and other phases of the world today that could not have been told in any other way. Under a dictatorship, LIFE would be one of the first publications banned."



COLONEL EDWARD M. HOUSE: "Since LIFE began I have found it a most effective way to keep in touch with the world. I heartily support its success."



BISHOP WM. T. MANNING: "LIFE is a presentation of news and information in a means of communication that is most effective and interesting. It is a real contribution to the world."



GENERAL J. G. HARBORD: "It is admirable, always concise, informative and easy to understand... a great literary and editorial accomplishment."



FRANCES ALDA, Opera Singer: "I look forward with the greatest of pleasure every week to seeing my copy of LIFE. It is interesting, vital, and to me, very satisfying."



J. EDGAR HOOVER: "In emphasizing pictures as a medium of information, LIFE is rapidly setting a new pace in the contemporary dissemination of news."



DOROTHY DIX: "I get my LIFE regularly at home and, believe me, it makes life better worth living."



ROY E. AYERS, Governor of Montana: "Your magazine is a real contribution to the world and its contact with the rest of the world."



JOSEPH P. KENNEDY: "LIFE is read and a good deal more than earnest in its vigorous unbiased presentation of the news. It's marvelous. I look forward to reading it every week."



HELEN HULL JACOBS: "LIFE's narrative-picture reporting has added tremendously to the world of journalism. And LIFE has given me many hours of enjoyment."



HUGH S. JOHNSON: "LIFE has set a new pace and struck a new vein in the mine of public approval. It's a knockout."



JEANETTE MACDONALD: "With world events happening so fast and furiously these days, LIFE is a boon to the reader who seeks his news concisely and pictorially."



CECIL B. DE MILLE: "A source of information and entertainment, LIFE has won a distinct place in the homes of Americans."



PAUL MALLON, Columnist: "I like LIFE. Its job of factual reporting is a great necessity in an opinionated world."



W. B. BANKHEAD, Speaker of the House: "I see without fail every issue of your delightful periodical."



FANNIE HURST: "LIFE's picture reporting adds a new and authentic dimension to narrative."



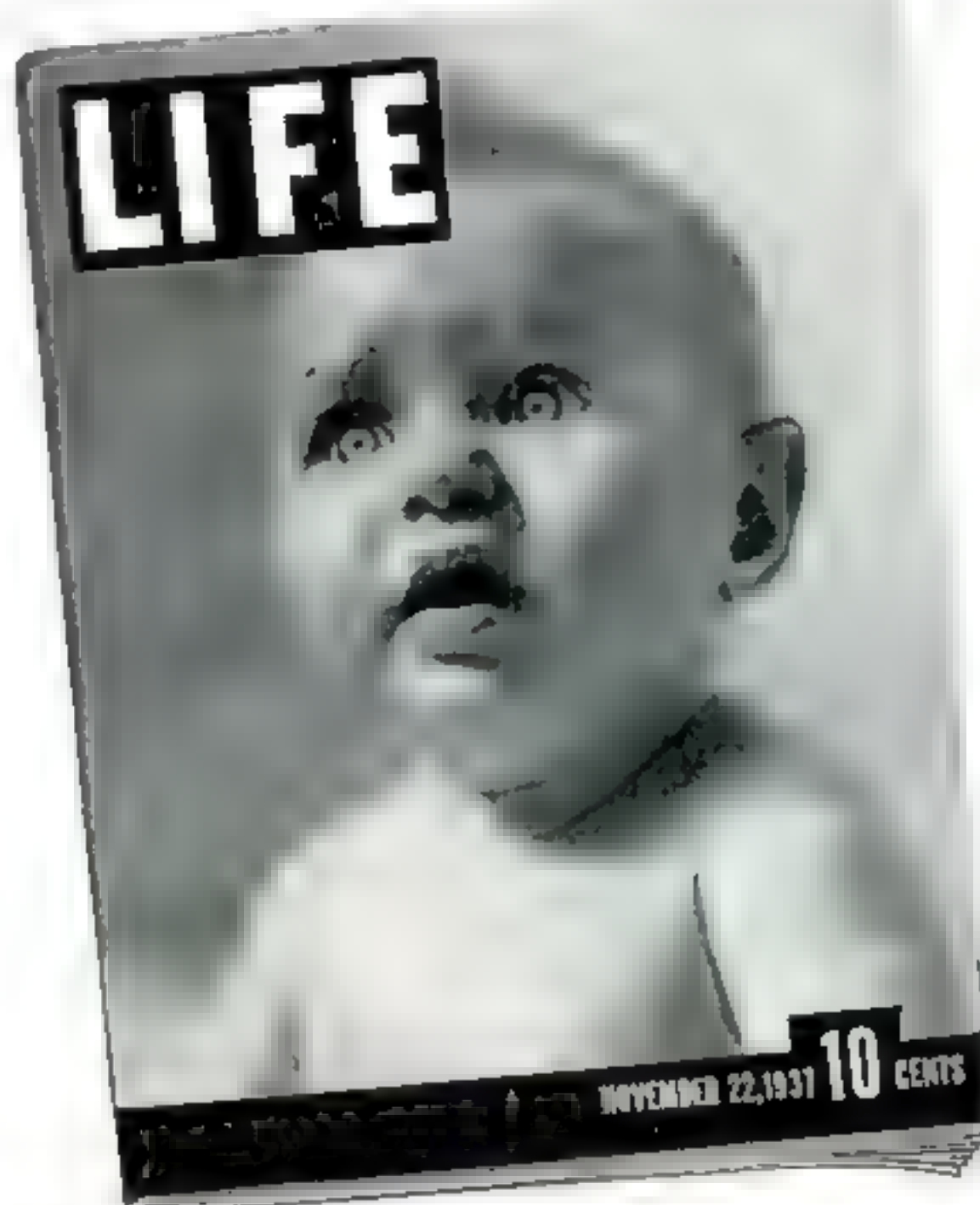
BROCK PEMBERTON, Producer: "I am a LIFE addict. I find myself looking forward to each new issue."



WENDELL L. WILKIE, Industrialist: "I look at it regularly and find it entertaining. It always gives me a lift to look at LIFE."



HARRY L. HOPKINS, Administrator, WPA: "LIFE represents an important step forward in recording the events of our day. LIFE's camera can't be everywhere at once of course. But its picture reporting of the world in which we live is so good that we wish it could."



LIFE at one year—With over 1,600,000 newsstand buyers and subscribers, including hundreds of thousands of subscribers renewing for two or more years . . . with many a lesson already learned and many a problem solved . . . LIFE celebrates its first birthday, proud that people like LIFE . . . proud that nine people share each copy . . . that over 14,000,000 Americans turn to LIFE each week for the news of the week and the ways of the world . . . proudest that LIFE's Charter Subscribers feel that young LIFE did not let them down.



EDWARD J. KELLY, Mayor, Chicago: "The people of America are interested in seeing photographs of persons, things and happenings as well as reading about them. LIFE has done a splendid job of reporting news pictures. You can't be proud of every phase of your government."



RUSSELL HENRY STAFFORD, D. D.: "I like LIFE. It stimulates the eye, stimulates the pulse, and stirs the imagination. I keep this week's at home, and last week's in my callers' waiting-room at the office. If I can bring them to LIFE, there's a chance of getting somewhere with them."



BRUCE BARTON: "Our family has not missed a single issue of LIFE. I like it. My children devour it, which is a much more important augury for its long and successful life."



CARL T. COMPTON, President, M. I. T.: "Conveys information and impression attractively and accurately and in the brief space demanded in a busy world."



EDDIE CANTOR: "LIFE proved that one picture is worth a thousand words. I wish I could send you a picture that would tell you how much I think of LIFE."



DR. HARRY ELMER BARNES: "LIFE has succeeded beyond all precedent in promoting the visual education of the United States with respect to current events and public affairs."



HELEN JEPSON, Metropolitan Opera Star: "LIFE is the most informative source of world information in an existence where time is precious. It is both stimulating and engrossing."



WILLIAM GREEN, President A. F. of L.: "LIFE has demonstrated the possibilities of the camera as an educational medium. There is power in your type of reporting."

DO I
LIKE IT?



Does a cat like cream!

"Why, man alive, it's downright delicious!"

And that, we might add, is putting it mildly! For DEL MONTE Pineapple Juice is much more! It's fragrant, colorful, brightly refreshing! Pure, natural juice packed DEL MONTE's way...by DEL MONTE...right where the finest pineapples grow.

How you'll enjoy it! And why not start in today?



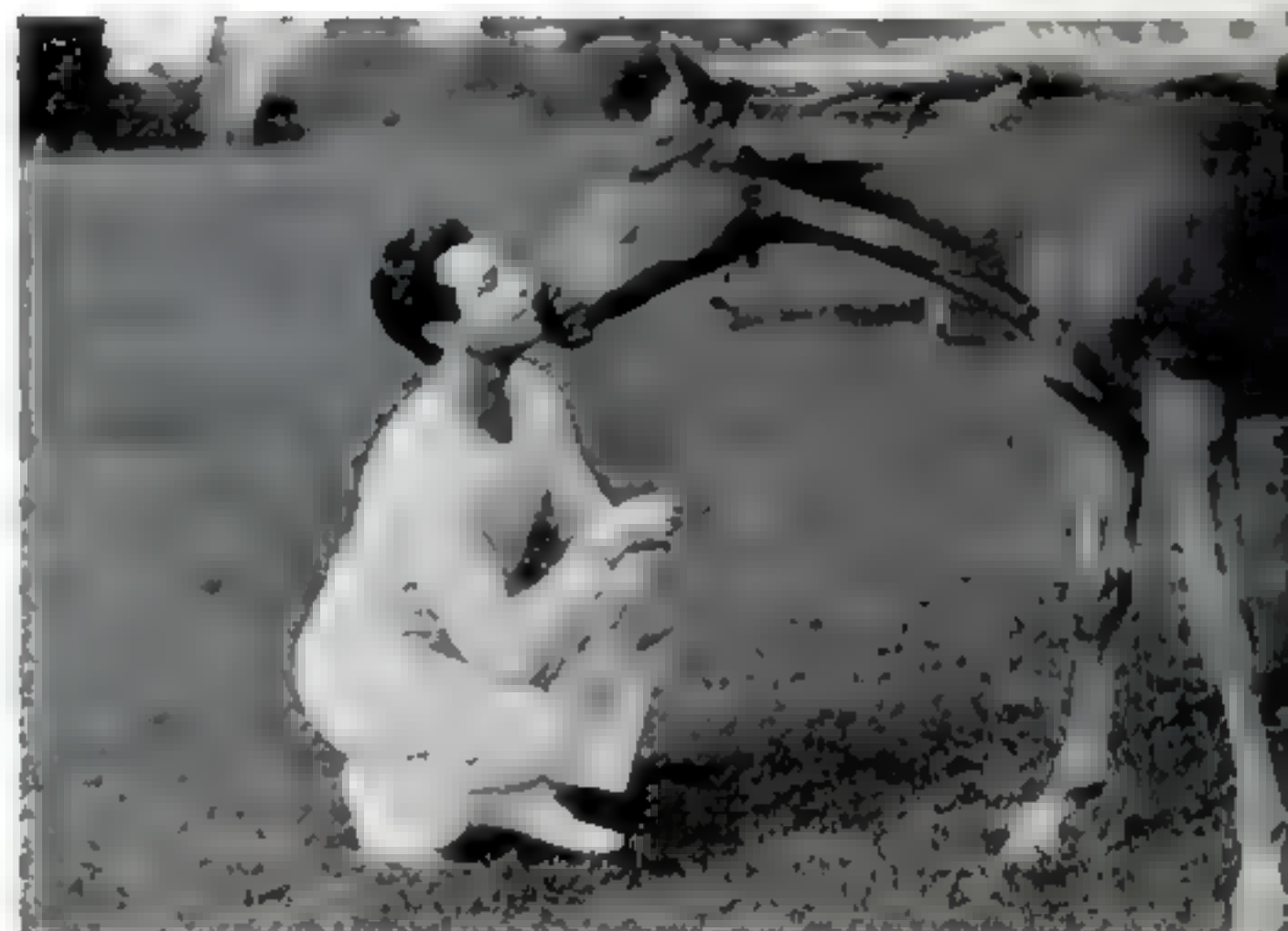
IT'S
Del Monte
PINEAPPLE
JUICE

PURE • NATURAL • UNSWEETENED

RELEASED FOR PUBLICATION



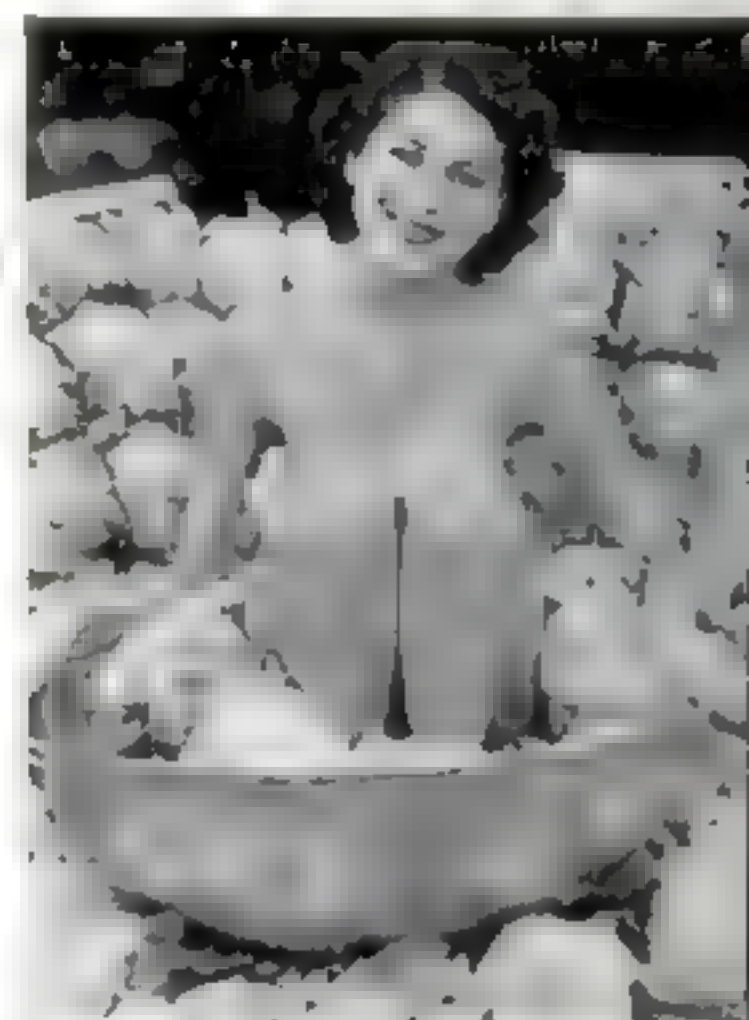
Horse lifts Gable. M-G-M says this is Clark Gable's horse Sunny lifting star by the hair.



Filly kisses Taylor. M-G-M has released pictures of British movie fans mobbing beautiful Robert Taylor in London. This one proves that even British horses love him.



Egg Queen. Electing queens is the favorite stunt of food-produce marketers. Miss Muriel Wolfson of New York City is doing her bit for an Egg Festival at Lakewood, N. J.



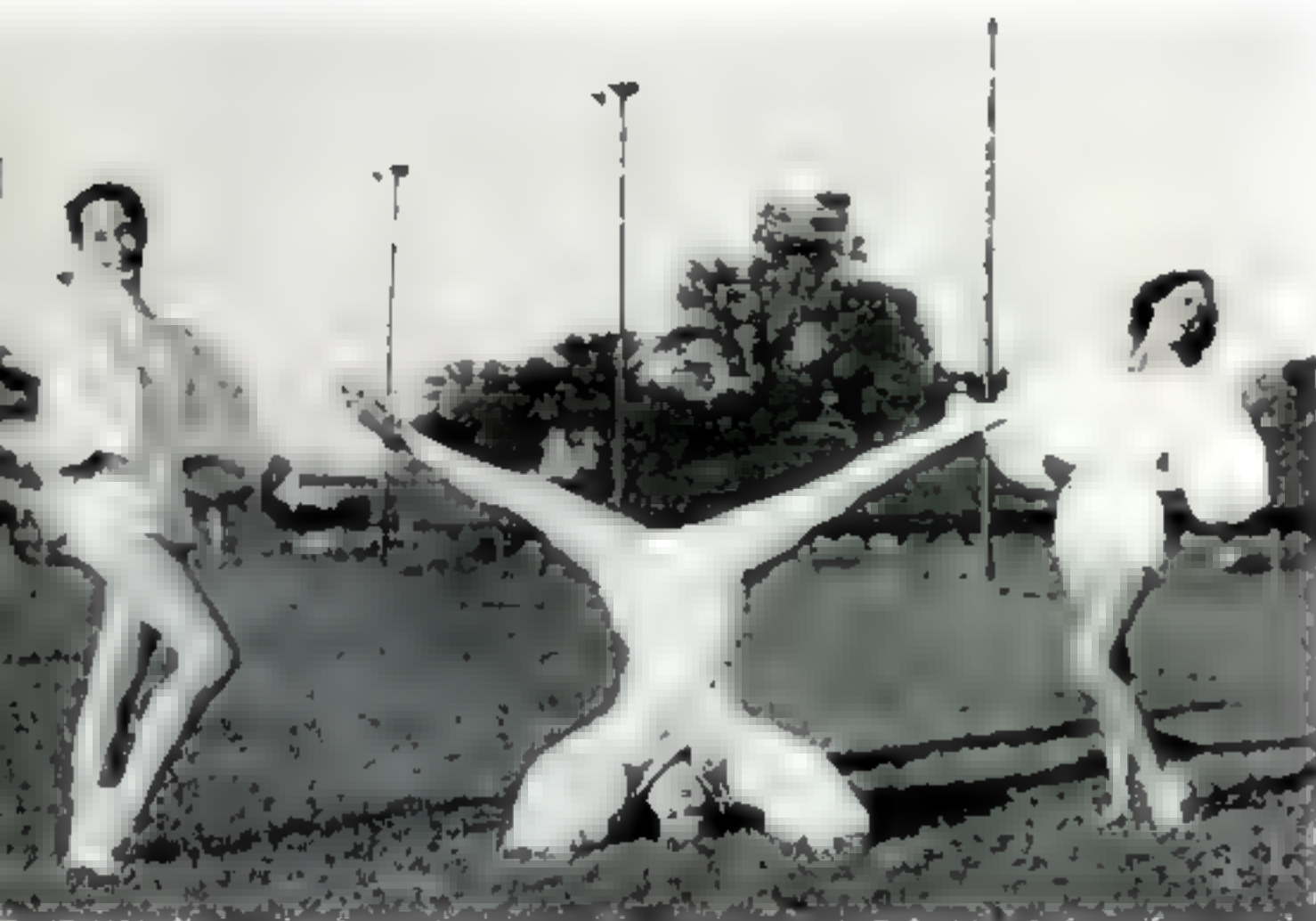
Lettuce Queen. Estelle Greene publicizes Salinas Valley, Calif., "Salad Bowl of the Nation."



Only the French can get so much sex appeal into a simple picture of a girl in a bathing suit. This is Danielle Darrieux in *Mademoiselle Ma Mère*.

French movie which she made before going to Hollywood (LIFE, Oct. 25). In it she marries her aged husband's son.

Some pictures are made with a mission: to publicize their subjects. These recent examples notably fulfill their respective missions.



For Mississippi State College and roto sections, three "Girls in White" perform at football games. Annie Ruth Greene is upside down between Sisters Miriam (left) and Ruth Swan.



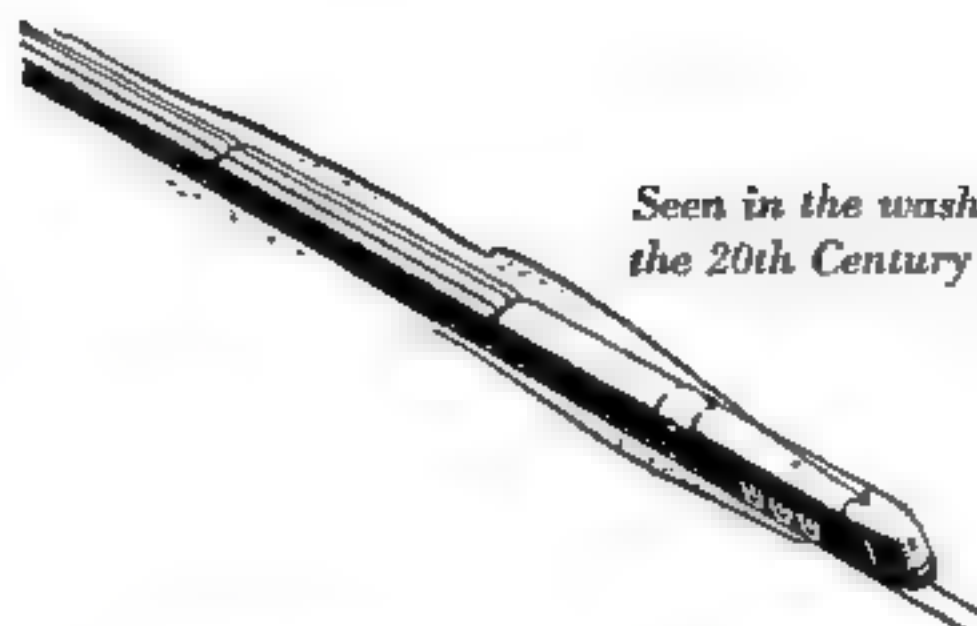
This is a woman, Ivy Russell of London, ladies' weight-lifting champion of the world.



This is a prodigy, Charles ("Baby Sandoz") Fuchs of The Bronx who, aged 8, lifts 155 lb.

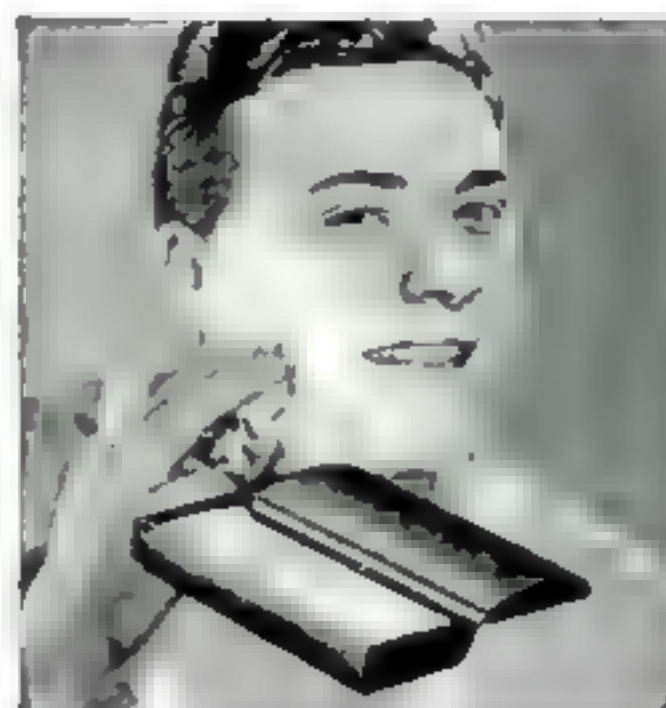


Kissing class publicizes International Silver Co.'s radio program. Seventeen engaged couples learn technique from James Stewart and Rosalind Russell (front, third couple from left).



Seen in the washroom of the 20th Century Limited

The Shave Luxurious ...in 3 Short Acts



A—He whips up a fine clinging lather of Mansfield Shaving Soap from the Shav-Pak (or tube, if you prefer shaving cream). It's now easy for any razor to give a smooth, perfect shave.



B—Next, he whisks on a few drops of quick-cooling Mansfield After Shave Lotion. This is extremely soothing and refreshing to the skin. It is cooling, invigorating...leaves the face feeling fit.



C—He finishes with Mansfield Talcum—light, invisible, and with the scent of cleanliness—and it's prepared from the world's finest imported talcum in a special texture for the masculine face.



And here he is, after his complete Mansfield shave, ready to go forth to a busy day of appointments...keen, fresh and fit—with assurance of perfect grooming and well-being through the day.

Meet a really enlightened gentleman before breakfast—in the act of revealing the secrets of faultless grooming. With keen taste for *practical luxury*, he follows the Mansfield A B C route to perfect shaving results.

Mansfield
FOR MEN...BY BOURJOIS



When you give LIFE for Christmas, you are giving something that everyone is talking about, still trying to get, still asking to borrow.

For LIFE appeals to men and women, and children growing up. In their separate ways, they're all interested in LIFE because they're interested in the world they live in, interested in the ways of that world's villages and cities, and interested in following the unpredictable news of each strange, unfolding week.

In LIFE they get to know that news with the intimacy and insight that comes

from *seeing*. They get to know the faces of the people who make the news—the quiet face of the scientist, the violent face of the rabble-rouser and soldier, the absorbed face of the student and the elated after-hours face of the American who goes to a party. And thus they see the news in LIFE not as theoretical reporting but as a record of living events.

When you give LIFE for Christmas, you are giving to somebody you like a new sense of contact with the news.

It's a big gift to give for Christmas—give LIFE.

To help you enter your gifts of LIFE, a postage paid order form is tucked into this issue

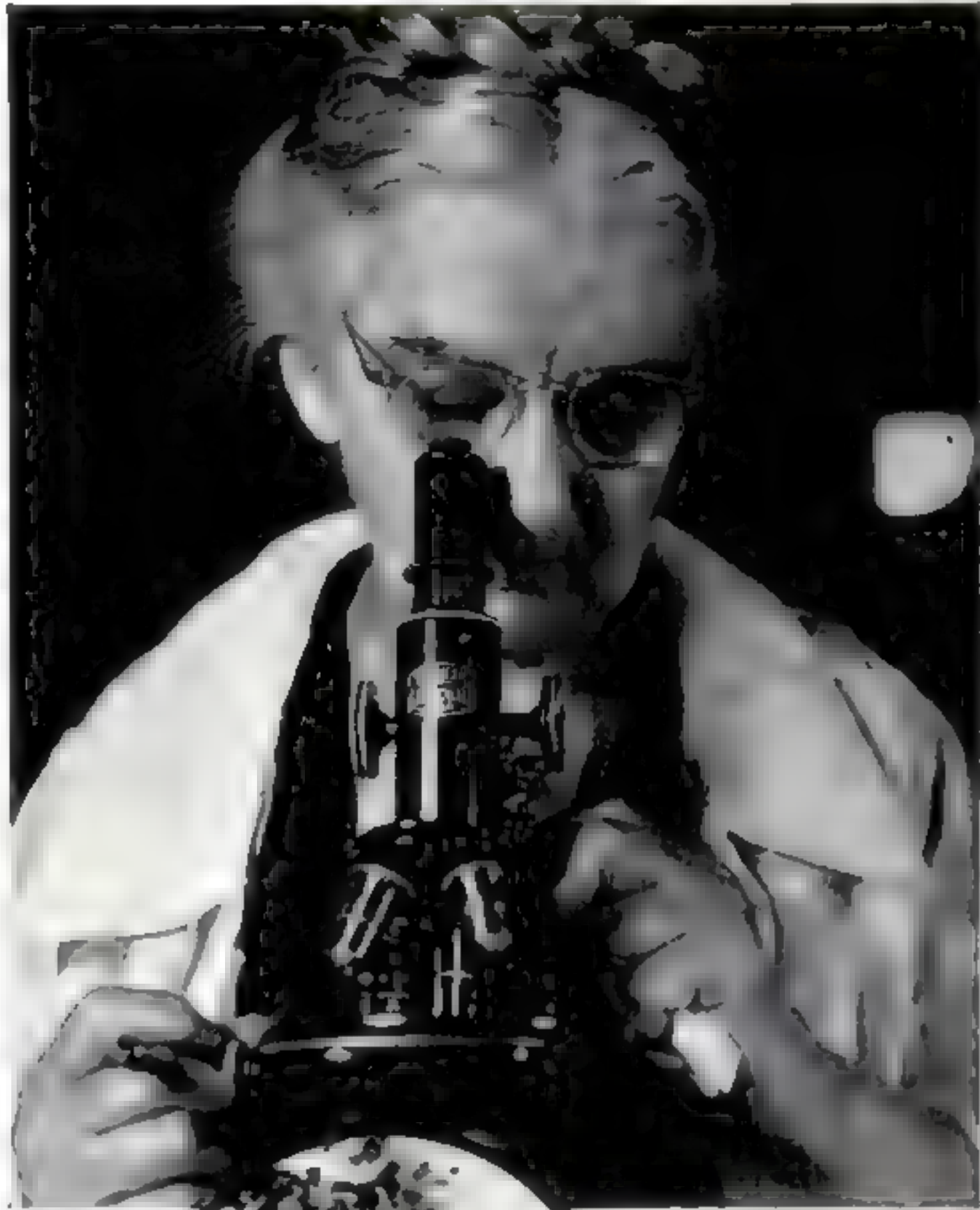
LIFE

FOR CHRISTMAS

LIFE

WOMAN RESEARCHER IDENTIFIES MEASLES VIRUS

Most prevalent contagious disease among children is measles, which each year attacks 750,000 U. S. youngsters. On Nov. 10, it appeared that its ravages might soon be substantially curtailed. At Columbia University a woman bacteriologist had succeeded in identifying its hitherto unseen virus. By staining it with a dye called nigrosin, she made it visible for the first time to the microscope.



Professor Jean Broadhurst, of Teachers College, Columbia University, has identified the virus which causes measles. The virus, which is invisible to the naked eye, is revealed by a special stain. Large bodies are dead cells.



Obtaining mucus smear is the first step in new measles diagnosis. Up to now, doctors have been unable to diagnose measles until rash appears. By then contagion has already spread.

Pull In Your Neck

Get SLEET-MASTER

BLADES BEFORE Sleet Strikes

Sleet strikes without warning! Sleet-Master **MELTS** sleet just as it falls... wipes it away like rain. Works automatically — hooks on your windshield wiper in an instant. The full-length sleet blade with two extra re-fills. Only 50 cents complete, at service stations and auto supply dealers. Tuck the handy box in your car pocket when you get winter oil and anti-freeze.

The Anderson Company, Gary, Indiana

Amazing discovery!

KILL ALL SMELLS

in your home

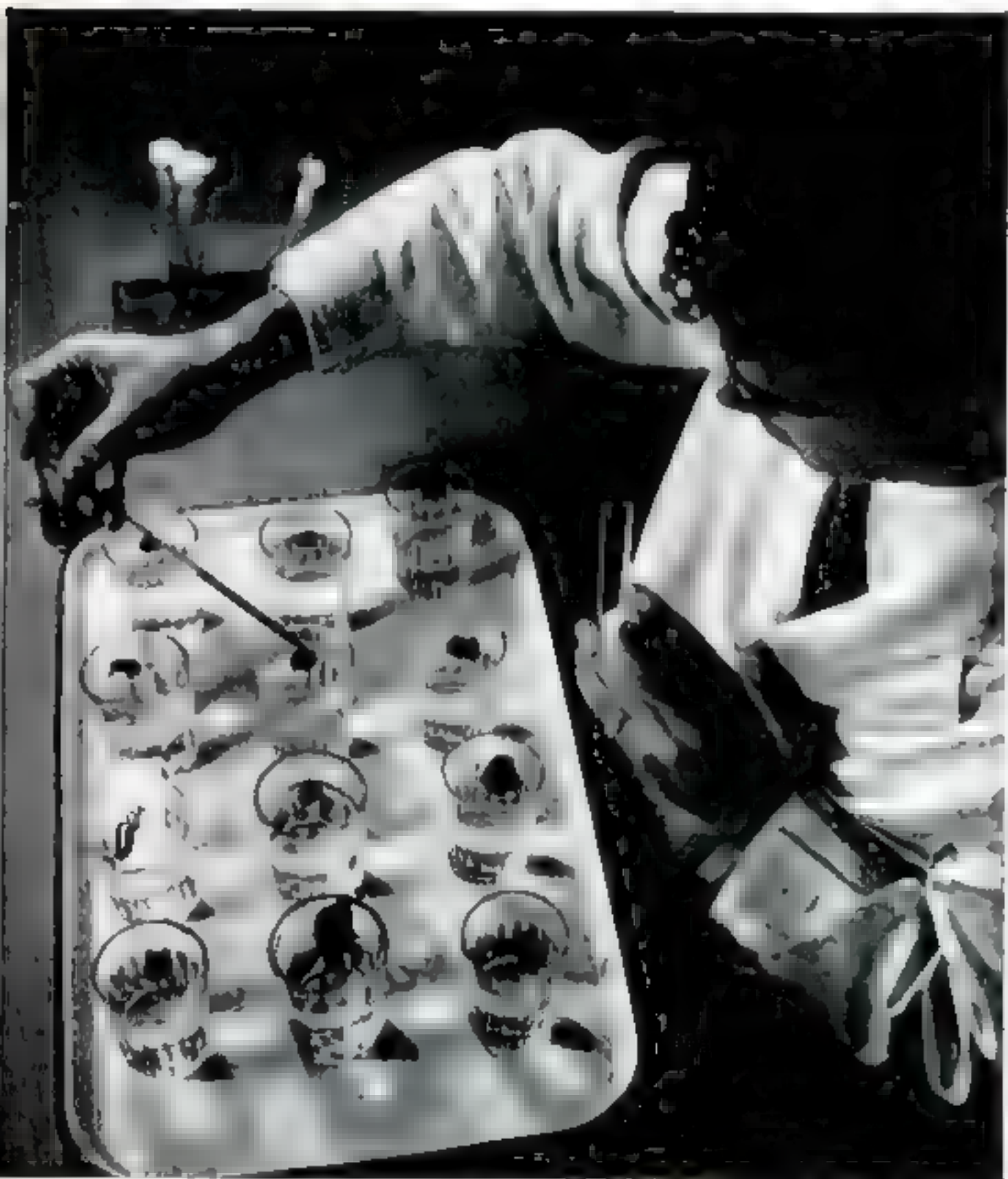
Just what every good house-keeper has always wanted — a way to kill all odors, leave no odor! It's Sanovan — fast, safe, easy, amazingly effective. Every home needs it for cooking smells, bathroom, sick-room, drains, one hundred other uses. Marvelous for cleaning, too. Now on sale — air-conditioning spray and 45 cent Sanovan package for only 49 cents at drug and department stores. For folder, write Cosmos Chemical Corporation, 81 Washington Street, Boston, Mass.

SANOVAN

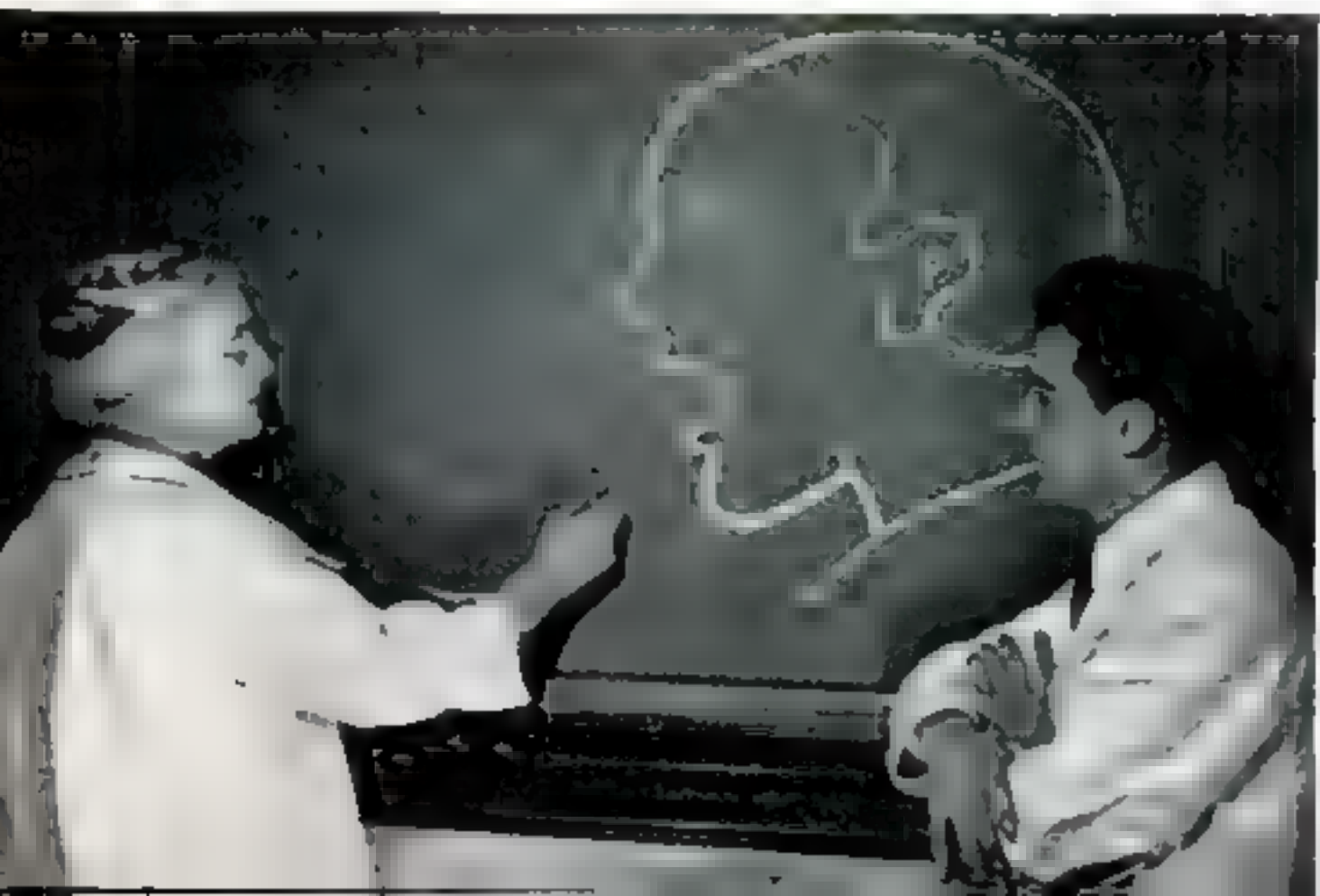
KILLS ALL ODORS — LEAVES NO ODOR



Staining the smear (above) with nigrosin reveals virus bodies to diagnostician. Repeated tests (below) show that nigrosin stains measles virus without coloring other nasal bacteria.



Sneezing spreads virus bodies of measles, as shown by Dr. Broadhurst (below). Heretofore doctors could rarely distinguish early symptoms of this disease from those of a bad cold.



"To the manner born"

The KING EDWARD Pattern... designed as a graceful compliment to the splendid traditions of Britain's Royal Family. The modern hostess will derive years of pleasure from its lovely design which blends with any setting, antique or modern, and combines beauty, utility and economy.

- Staple pieces are extra heavily plated at points subject to the most use.
- Knives have hollow handles, stainless steel blades.
- All pieces available in OPEN STOCK.
- Every piece carries our unlimited service guarantee.
- At all better jewelers and department stores.

99-Piece Set, Complete Service for \$, \$50

Also 26, 34 and 50 piece sets complete with tarnish-proof chests, all proportionately low-priced.



NATIONAL SILVER COMPANY
ESTABLISHED 1890

King Edward



Fine Silverplate

OWN A ROYAL PORTABLE ON YOUR OWN TERMS!

FREE HOME TRIAL for every member of the family!



Without risking a single penny—right in your own home, prove that the students in your family can write faster—get higher marks with a Royal Portable! Prove that Dad can get his ideas and reports down on paper in a modern, intelligent manner—make more money. Prove that Mother can take care of her social correspondence easier!

Prove that anyone can use, and will find daily use for this finest of home-sized typewriters!

**ONLY A FEW
CENTS A DAY!**

SEE what a latest model, factory-new Royal Portable can do for your family. Then own it on your own terms—cash or only a few cents a day! Mail the coupon today!



READ WHAT ROYAL GIVES YOU: These great features explain why so many thousands of families are Royal owners. Built by the world's largest company devoted exclusively to typewriters—with standard, full-sized keyboard and easy, effortless action, Touch control, Finger Comfort Keys, Complete Dust Protection, Genuine Lubricator and numerous other office features to make typing easier and faster for everyone.

Honestest—Easiest to use—
Greatest Value!... Best
Christmas Gift of All!

FREE!

Instant **TYPING CHART**—it shows you how to type **RIGHT**. Also **CARRYING CASE!** Handsome, durable, triple-convertible. No extra price.

ACT NOW!

GET ALL THE FACTS BEFORE CHRISTMAS!

SEND NO MONEY!

ROYAL TYPEWRITER COMPANY, Inc.
Department 4-461, 2 Park Avenue, New York, N. Y.

Please tell me how I can own—for only a few cents a day—a latest model Royal Portable—complete with free Carrying Case and Instant Typing Chart.

I now own a _____ Typewriter Serial No. _____ Tell me how much you will allow on it, as CASH allowance on a Royal Portable.

Name _____ Street _____

City _____ State _____



THESE YOUNGSTERS, ROLLER SKATING IN MECCA TEMPLE CASINO, MADE \$2,000 TO HELP OTHER YOUNGSTERS FIND JOBS

Life Goes to a Party

at a "Carnival on Wheels" where young New Yorkers roller-skate for charity

Long popular with plain people all over the country, who buy some 2,500,000 pairs of skates a year, roller skating has recently been gathering momentum as a popular socialite fad. The Newport smart set inaugurated a roller-skating club this fall which is a great success with both townspeople and colonists (*see the following pages*). And in Manhattan, on Nov. 12, a thousand well-born youngsters, mostly under 30, crowded into Mecca Temple Casino for a "Carnival on Wheels" which netted \$2,000 for the Vocational Service for Juniors—an agency co-operating with the State Employment Service—which helps young people between 16 and 25 get jobs.

Renting fibre-wheel skates whose secret-process rollers did not

scar nor scuff Mecca Temple Casino's maplewood ballroom floor, young skaters from prominent New York families like Brokaw and Hornblower and Le Boutilier and Straus and Rousmaniere coasted, tumbled and played skating musical chairs to their heart's content. Amateurs for the most part, more preoccupied with fun than form, they frolicked in sweaters and shirt sleeves, skirts and shirtwaists, and failed notably to profit from the sleek, professional example of Miller and Janet (*below*), an expert team which put on a fancy-skating show for their amusement. By 2 a.m. they had rounded out a full evening on wheels and had time for only a few hours sleep before setting out for the Yale-Princeton game that afternoon



MILLER & JANET PERFORM A SKILFUL NECK SPIN



THEY CALL THIS ONE AN ARCH-BACK



FINALE FINIS YEAM "STARS" AND "GUESTS" PERFORM



TWO YOUNG SKATERS TAKE A CHEERFUL TUMBLE



SOCIAL REGISTERITE ELIZABETH CUSHING (RIGHT) FALLS FLAT WHILE SKATING AT MECCA TEMPLE CASINO



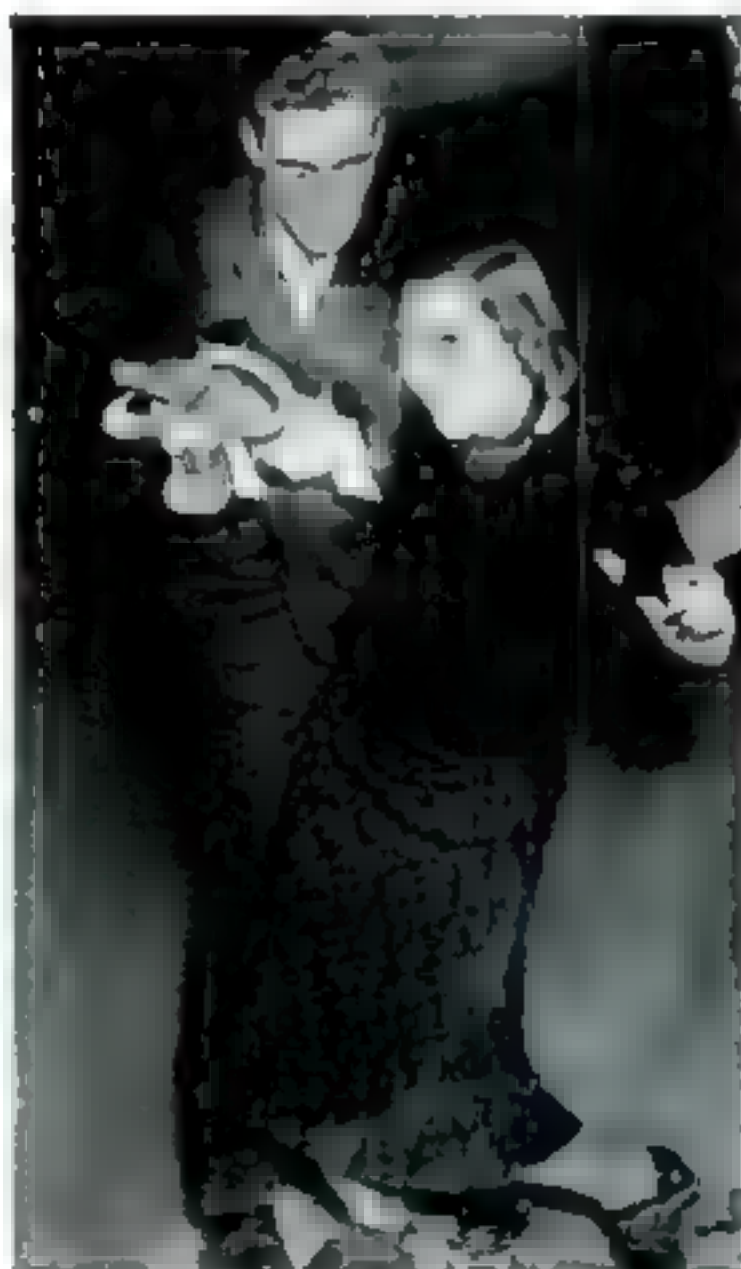
EDITH SAWIN (RIGHT) DRAWS AWAY FROM A SCENE OF ROLLER-SKATING DISASTER



ONE UNDERGRADUATE HELPS ANOTHER UP AFTER A BAD SPILL



ESMÉ O'BRIEN, A 1937 DEB, GETS WEIGHED

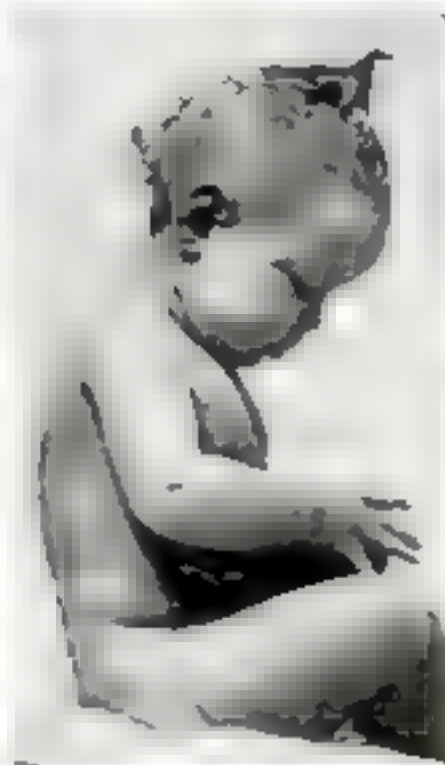
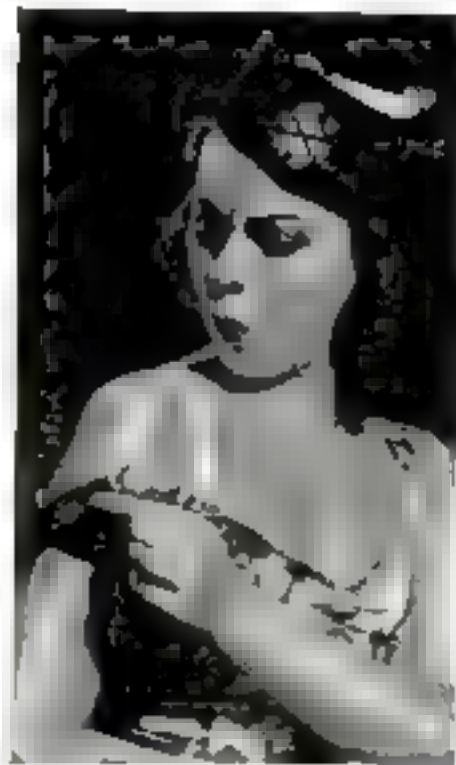


HELEN MICHALIS IS GIVEN A LIFT



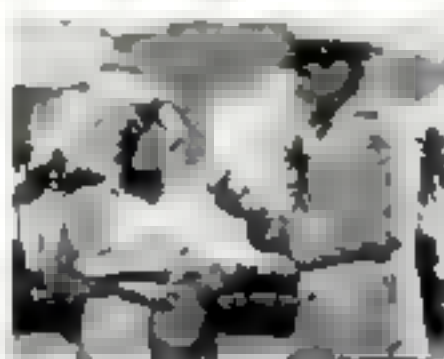
WILLIAM LIPPINCOTT, YALEMAN, RESTS WITH SKATING COMPANION

LOOKING AT PICTURES . . .



◆ 100,000,000 people each year suffer from some form of skin irritation. Sun Worshipers at the beach—baby chafing and diaper rash—facial blemishes from dust, cosmetics, etc. Even Chapped Hands are a form of skin irritation—tiny cracks in the skin.

Formerly Widely used for skin troubles like these were greasy medicated ointments. Today a modern method is used extensively—real soothing medication in the dainty greaseless base. You get medication benefits without staining clothes. Because it's greaseless, you can treat skin irritations 24 hours a day—at work or in bed. Over 15,000,000 jars of this new medicated cream are now used yearly. It's Noxzema Skin Cream.



A Romance of Business. The Noxzema formula was originated in a Drug Store by G. A. Bunting, M.A., Ph.G., Sc.D. Physicians first prescribed it for Eczema and burns. Nurses discovered its value in soothing Chapped Hands, in promoting quick healing of facial rash, chafing and other externally caused irritations. Beach First Aid Hospitals (Miami pictured above) used Noxzema for severe sunburns.

Growth. Gradually Noxzema's use has spread until today almost every place you go—on distant ocean liners—or in the frigid Hudson Bay region, you'll find the now famous blue jar. Each fall Noxzema makes an anniversary special offer—the large 75-cent jar for 49 cents—proportionately twice as much Noxzema as in the small size. This is being offered currently at drug and department stores.



By Demand—A Noxzema Shave. Many Noxzema fans are barbers. They asked for Noxzema, Specially Prepared for Shaving. On the market only a few years, this new Noxzema product has gained great popularity. It is used in many of the finest barber shops—applied before lathering to soften the beard, protect skin and to leave the skin cool and refreshed. Thousands of men use it as a quick, soothing, latherless shaving cream. Noxzema Specially Prepared for Shaving is sold in 10-cent trial jars, large tubes, or giant Barber Size Jars.



This Week the Large 75¢ Jar of Noxzema is Offered at an Anniversary Sale for 49¢. Get a jar from your nearest drug store. Noxzema Specially Prepared for Shaving also available in convenient tubes or jars.

Life's Party (continued)



Newport's skating club was founded by enterprising Mrs. Daniel W. Jones whose friends call her "Kittymouse." It has met every Monday evening since Sept. 26 at Sam Sholes Skateland. Here Founder Jones is leading a crack-the-whip figure.



Adelaide F. Whitehouse of New York and Newport skates with Kenneth S. Safe of Providence.



Commander James R. Barry, U.S.N., is skating a slow roller-skating duet with Mrs. Dan Jones.



A mother-and-daughter note is struck by Countess Laszlo Saechenyi and her youngest daughter Nandine. Born a Vanderbilt, Countess Saechenyi belongs to a Newport family hitherto more prominently identified with yachting than with roller skating.

CAPTAIN MYLES STANDISH AND THE PILGRIMS LANDING AT PLYMOUTH, MASSACHUSETTS, IN 1620



CAPTAINS OF INDUSTRY, YOUR HAVEN is HERE in MASSACHUSETTS!

Massachusetts is the workshop of America! A 500 mile circle, drawn from the center of Massachusetts, encompasses an industrial, marketing and consuming *empire* — embracing all or part of 14 states and the District of Columbia. Within this circle the Massachusetts manufacturer finds his opportunity for profitable business.

Here are:

- 50.5% of all manufacturing plants in America
- 53.6% of all industrial workers in America
- 55% of the total industrial payrolls of America
- 38.7% of the population of America

And — the manufacturer located in Massachusetts is nearer to the great Canadian markets — nearer to Europe and foreign fields.



Massachusetts industry, founded in the youth of America, has grown in permanence and stability. Your business will find that same haven of security, in Massachusetts, where there are no unfair state or local taxes — where ample skilled and honest labor is willing to work — where there is abundant operating power and efficient transportation facilities.

You'll make your product better in Massachusetts. You'll distribute it better from Massachusetts. Excellent manufacturing sites are available at reasonable cost. Learn more about this great industrial Commonwealth. WRITE TODAY for a presentation of facts, "Industrial Advantages of Massachusetts."

The Massachusetts Development and Industrial Commission
State House, Boston, Massachusetts

IT IS PROFITABLE TO PRODUCE IN MASSACHUSETTS





**"Do you, Roscoe, promise to love, honor
and use a
REMINGTON RAND Electric Shaver?"**

Say "I do," lucky man, and hurry over to the nearest Remington Rand Close-Shaver dealer. Start off right with the shaver that really "gets under your chin"—the shaver with the new-type head that shaves from almost any angle, and a combing-bar that lifts flat hairs. Once you have used it yourself, you'll realize what a perfect Christmas present this new Remington Rand Electric Close Shaver will be—to give and to get. \$16, complete with leather zipper carrying case.



General Shaver Corp., Bridgeport, Conn., a division of Remington Rand Inc.

Life's Party (continued)



Musical chairs on wheels provide plenty of excitement for these guests. Mrs. Joseph Washington Frazer of Detroit (in dark slacks and white gloves) is about to sit in the lap of Robert Haro Powell who got to the chair first.



No chivalry whatsoever is shown by Henry Howard and Pearson Pearson as they battle with Mrs. Grace Vanderbilt Davis for a seat on the chair. Mr. Pearson, Harvard 1900, was all set to win when the music started.



A nice Newport spill is accomplished by Margaret Drury and Lewis Armstead, who do not need to play musical chairs in order to achieve confusion. The skating club, which they attend is, despite the season's lateness, still holding weekly sessions.

Only WILSON & CO. Makes
Tender Made Ham



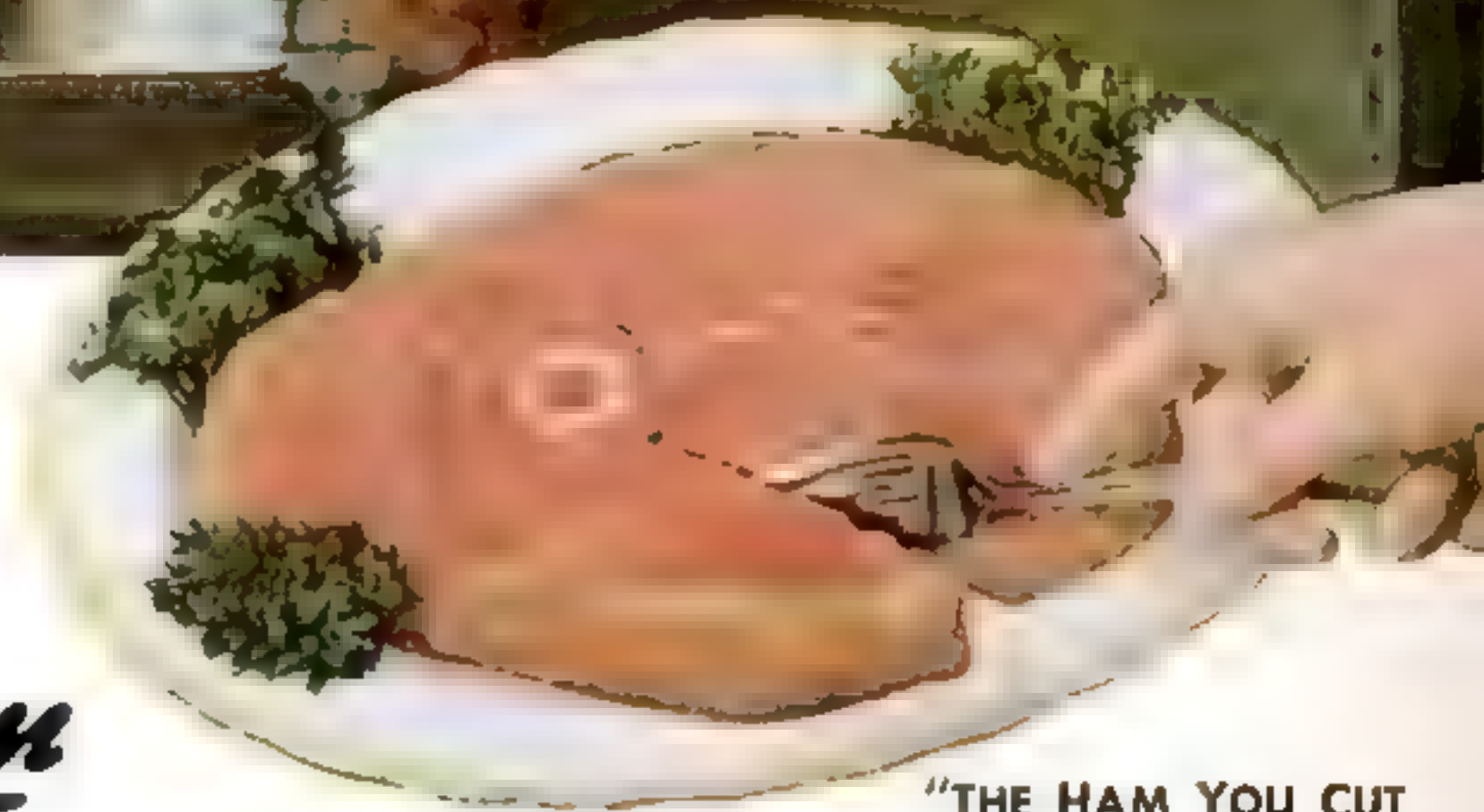
"HEAR YE! HEAR YE!"
WILSON'S
Tender Made Ham

Wins on All Counts

TENDERNESS, FLAVOR and ECONOMY"

Try the case yourself. Serve Tender Made Ham to your family, friends, guests. Get their testimony as to its amazing tenderness and wonderful flavor produced by the Wilson Secret Process. Consider carefully, too, that it is ready to serve as purchased or may be served hot in 1/5 to 1/4 the usual ham cooking time, giving more servings per pound because there is practically no oven shrinkage. Your inevitable decision will be that Wilson's Tender Made Ham is the tenderest ham you have ever served—matchless in flavor and exceptionally economical.

Genuine Wilson's Tender Made Ham is available with the bone in; also boneless cooked in its own rich natural juices and sealed in flavor-saving tins. The Wilson Secret Process also gives the butts and shanks of Tender Made Ham a tenderness and tastiness hitherto unobtainable in any ham. At all dealers who feature Wilson's Certified Products.



"THE HAM YOU CUT
WITH A FORK"



BONE-IN

Ready to Serve or
just heat and eat

TENDER FROM
END TO END



Inspected and Passed by the
Department of Agriculture

The Wilson label protects your table

MRS. MARTIN JOHNSON, FAMOUS JUNGLE EXPLORER

ALERT



Intrepid May Be the Word for Mrs. Martin Johnson, but this is equally applicable to this "first lady of jungle exploration." Here she is shopping. After that—delicious, vitalizing Tea! "It's a grand pick-up," confides Mrs. Johnson. "And I love the flavor of good, black Tea."

AMUSED



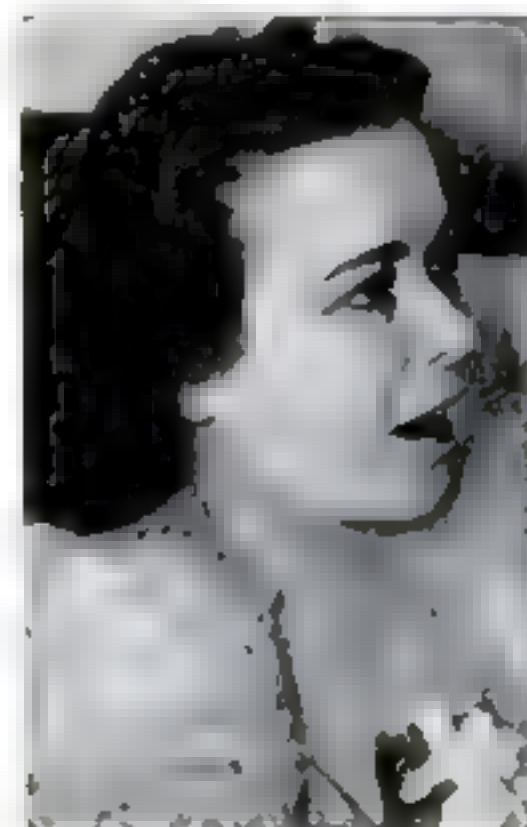
"Isn't He A Darling?" is how innocent women bystanders address this tiger babe. But Mrs. Johnson knows he's just a "pocket edition" of the vicious jungle killers she has often faced. "Tea helps give us the vitality to go in after those fellows," smiles Mrs. Johnson.

TRIUMPHANT



Mrs. Johnson Laughs as she relates hair-lifting incidents of her safaris. But when she talks about Tea the secret is out on how jungle explorers help keep fit. "Good, black Tea," she says, "helps give us the vitality to endure intense heat and other nerve-straining jungle hazards."

TIRED



When Fatigue Drags Us Down — "Tea," Mrs. Johnson continues, "staves off weariness, helps to boost vitality. When we pitch camp after a nerve-straining trip through the undergrowth, our Tea comes out first thing. Our supplies always include plenty of good black Tea."

REFRESHED



And Now Vitalizing Tea — "I love the taste of good black Tea—anywhere!" smiles Mrs. Johnson. "It's just as refreshing and cheering in big city as it is in dense jungle. Enjoy delicious, vitalizing Tea," counsels Mrs. Johnson. "And remember—Tea lets you sleep."

TEA IDEAL PICK-UP, SAY PHYSICIANS

Medical men confirm the fact that Tea stimulates both physical and mental powers. Tea helps you to regain vitality—helps to support resistance. Tea is a real bracer—the perfect pick-up without harmful after-effects.

Vitalize With Tea Between Meals—at Fountain or Restaurant!

Millions of business men—millions of women shoppers—beat that "afternoon slump" with delicious, hot, vitalizing Tea. At 4 p. m. a cheering cup of Tea helps to melt away the day's fatigue—helps renew vitality for late afternoon and evening activities. You'll love the full, rich flavor of good black Tea—and you'll welcome its quick reviving effect!



CAPTAIN BOB BARTLETT

Everyone needs plenty of vitality through chill winter months. Here's a timely hint from that famous polar rover, Captain Bartlett: "Tea helps us through the Arctic's worst. Man alive, I've lived on Tea and hard-tack. After a gruelling trek over the ice fields, a spot of Tea hoists vitality—helps us keep fit. And Tea lets us turn in later for a good sleep."



HOW TO GET A REALLY GOOD CUP OF TEA

As simple as A-B-C
A. Always use bubbling boiling water and pour it on the Tea. B. Use 1 teaspoonful per cup, plus one for the pot. C. Brew 5 minutes. If you like your Tea full-flavored, add a little milk and sugar to taste. If you prefer your Tea plain or with lemon, and like it milder, just add hot water in the cup to taste.

GOOD TEA COMES FROM



THESE GOOD BLACK TEAS ARE ESPECIALLY SUITED TO THE AMERICAN TASTE. FOR ECONOMY AND FULL ENJOYMENT, BUY QUALITY TEA.

VITAL PEOPLE—all of them—relishing life to the hilt! Turn to their beverage—the drink that vitalizes—that cheers the spirits. Start today with delicious Tea at meals and in between. See if you don't feel better, work better, get more fun out of life when you Turn to delicious, vitalizing Tea. Tea is the king of drinks—the healthful cocktail without a let-down.

TURN TO TEA TODAY FOR VITALITY

PICTURES TO THE EDITORS



UP IN THE AIR

Sirs,

We are sending you a photograph of Postmaster General James Farley, taken on his recent trip to the Pacific Coast. It was taken at St. Mary's College (of football fame), where Mr. Farley gave an address to the students. When raised to the shoulders of some of the College Footballers, remarked humorous Mr. Farley: "Well, I've been up in the air before, so I guess I can stand it again."

CYRIL LEACH and
VANICK GALSTAIN

San Francisco, Calif.

MOST BEAUTIFUL STAFF?

Sirs,

The *Gargoyle*, University of Michigan humor magazine, has the most beautiful women's staff of any college publication in the country.

We challenge any other college publication to dispute our claim. To prove our statement we enclose a group picture of the Women's staff. *L. to R. top row:* Alberta Wood, Glade Allen, Betty Baldwin, Annabel Avery, *middle row:* Ruth Hatfield, Jean Smith, Mary Lavan, Marcia Connell, Jane Nussbaum, *bottom row:* Betty Ronal, Marjorie Barowsky, Marion Fitzgerald.

GEORGE S. QUICK, Editor in Chief
The *Gargoyle*
University of Michigan,
Ann Arbor, Mich.

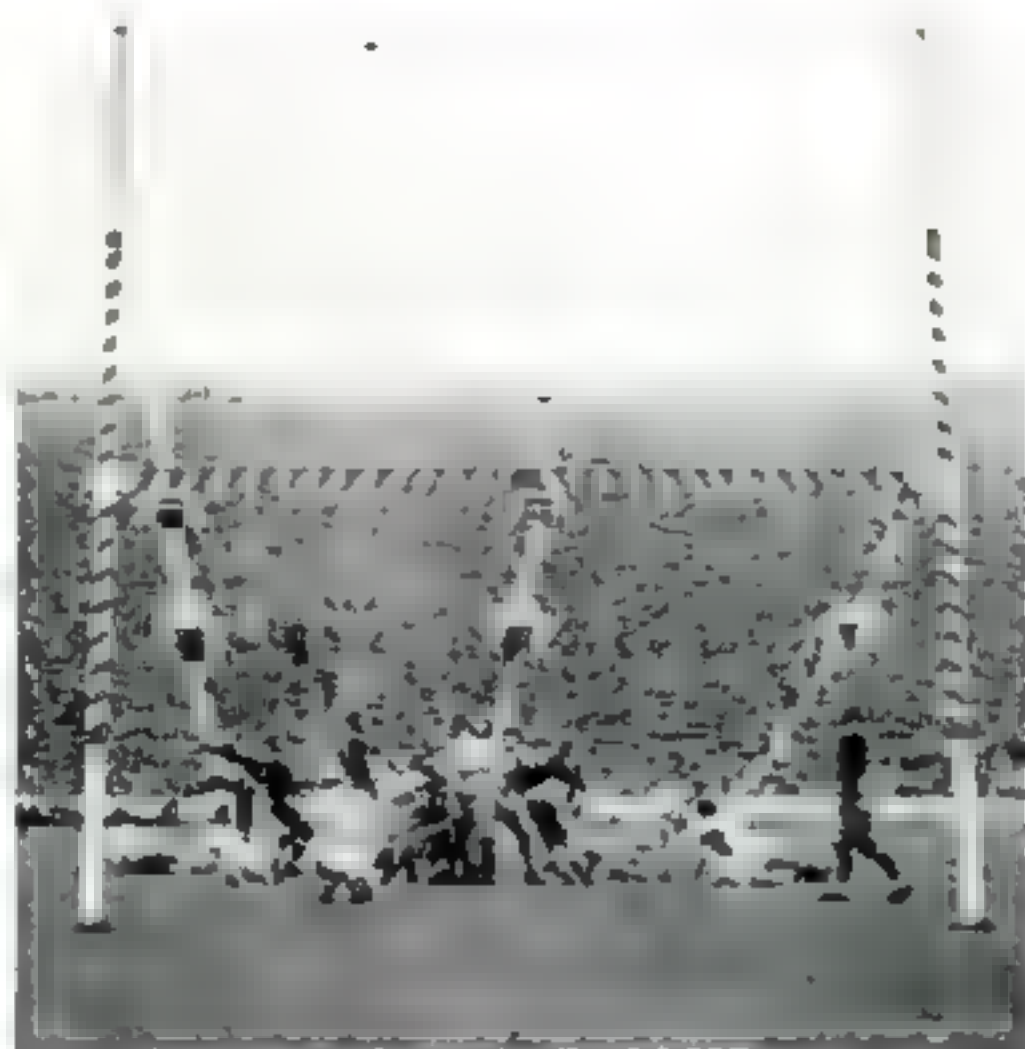
Do other college publications dispute the *Gargoyle's* claim?—ED.



WINNING POINTS

Sirs,

In your story on the Ohio State-Southern California football game (LIFE, Nov. 1) you printed a picture taken on Oct. 9 of the successful kick after touchdown which scored the point which won the game for U.S.C., 13-12 (above, left). Here is a picture I took on Nov. 6 from the same spot during the Southern California-Stanford game, showing another successful kick after



touchdown (above, right). It looks very much like the one you printed—has an umpire in blazer in the same spot, a clump of players looking anxiously up at the ball, etc. There is, however, one vital difference between the pictures. In the later one, this kick which scored the point which won the game was made not by U.S.C. but by Stanford which beat U.S.C. 7-6.

GEORGE STROCK

Los Angeles Times
Los Angeles, Calif.



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ST. PETERSBURG
—FLORIDA—

PICTURES TO THE EDITORS

(continued)

ARMLESS BOY

Sirs:

Here is a boy, born without arms, who was raised on a small farm in the Ozark Mountains in Missouri. His name is Willie Dodd. He started to school when he was eight and finished high school when he was 20 (1937). He can do almost all the common things the average American boy can do. His chief hobby is outdoor life where he spends much of his spare hours.

He can hunt and fish. He carries his gun on his shoulder, likewise his books, and when game is located, if it is a sitting shot, rests the gun through a fork of a tree, or through some branches, then either has a comrade pull the trigger or, in some instances, pulls the trigger with his toe.

Different from most people who have

no arms, Willie Dodd uses his feet as a substitute for hands in very few cases.

He writes with his mouth and is far above the average in penmanship. His mathematical drawings are as clear and well-proportioned as any student of his standing. He was valedictorian at the Doniphan Public School (8th grade).

When a mere lad, Judge Robert I. Cope, of Poplar Bluff, Mo., permitted the boy to sit on the bench for a half day during a murder trial. This half day planted in the lad's heart a desire to become a lawyer. So strong was the desire that he is now attending college at Cape Girardeau, Mo., preparing for law. The State of Missouri is paying all expenses for a five-year law course for this armless boy of the Ozarks.

VIC RUSSELL

Dexter, Mo.



TO PUT ON HAT, DODD BITES FRONT BRIM



HE FLIPS HAT UP OVER HIS FOREHEAD



A TAP AGAINST CAR OR WALL STRAIGHTENS IT



DODD STARTS PUTTING ON COAT LIKE THIS



FLIP OF SHOULDER TOSSES COAT AROUND BACK



DODD'S TEETH PULL COAT INTO POSITION



STARTING TO SCHOOL, HE STACKS HIS BOOKS



HE CARRIES THEM BALANCED ON SHOULDER



DODD TURNS DOORKNOB WITH CHIN AND SHOULDER

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MIAMI

"LIFE"
begins at
80° 12' W
25° 47' N

★ Miami's latitude will brighten your attitude toward life—because it's down in America's sunswept tropics. Yet Miami is within easy reach of everyone. That's why hundreds of families will again be in "winter quarters" here from now till spring. **LIFE'S WORTH LIVING**—There's health in Miami's sunshine—stimulating exercise is inevitable in Miami's outdoor living. Novel outdoor classes make schooling fun for children. Absence of heavy winter housekeeping duties leaves mothers free to enjoy Miami's complete social and recreational program. Dads, down on frequent trips, can join them for nerve-soothing golf, fishing, beaching and bathing. **NEW LEASE ON LIFE**—Longer stays mean lower average costs, all-season family budgets are much the same as at home. Don't dismiss this idea with a brief "Oh that's impossible!" Investigate it thoroughly—it will mean new experiences, new thrills—a new lease on life.

★★★ First Aid in planning YOUR Miami vacation—Miami's new Official Booklets—pictures, living costs, accommodations, sports programs—and it's yours for the asking.

FREE Chamber of Commerce **MIAMI, FLA.**
Please send copy of the new City of Miami Official Booklet

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Address _____
City _____

PICTURES TO THE EDITORS

(continued)



WINDSOR'S CAR

Sirs:

I am enclosing a snapshot taken by my husband last August of the Duke of Windsor's Rolls Royce which he sold just before his marriage to Mrs. Simpson. This was taken on a street in Bar Har-

bor, Me., where it attracted much attention. The upholstery is a beautiful red leather with green stripes. We were informed that the present owner from New Jersey paid \$30,000 for it.

MRS. LOUIS E. CYR
Limestone, Me.

This 1934 Rolls Royce, with New Jersey license plates M 40037, now belongs to Maxwell M. Bilofsky of Loch Arbour, N. J.—ED.

WINDSOR'S DOUBLE

Sirs:

Enclosed find picture of my husband, William M. Wallace, 105 Broad St., Augusta, Ga. He is stopped by friends and strangers on the average of three or four times every day to be told that he is the image of the Duke of Windsor. This happens in many cities, as he travels the Southeastern States. He has had tourists from England come to him in the dining rooms at hotels to request him to sit with them at meals on account of this resemblance.

MRS. WM. WALLACE
Augusta, Ga.



PENIKESE'S LEPER GRAVEYARD

Sirs:

Knowing that a correction in LIFE is newsworthy & welcome anytime, even if delayed by continental altitude and oceanic expanse, I wish to inform you that Professor Jean Louis Rodolphe Agassiz and not his son, Alexander, founded, in 1873, the Anderson School of Natural History (a forerunner of the Marine Biological Laboratory) at Penikese Island where Woods Holesers picnicked before LIFE's cameras (LIFE, Sept. 27).

While making a historical study of the island last July for the Charles Lathrop Pack Foundation and Cornell University, I discovered a pathetic sight which

LIFE's quidnunc cameras apparently missed: a tiny leper graveyard (above) with three headstones and eleven iron markers, a mute reminder of the 16 years (1905-21) the island was the East's most interesting leprosy. Mr. H. S. Turner, the island's custodian, has mended the fence of the graveyard, smoothed the sod, and cut the grass "in case some relatives of Lucy Peterson, Nicholas Cacoulaches, Goon Lee Dip, et al. would come." But in the ten years Mr. Turner has been on the island, they have never appeared.

HOMER A. JACK
Instructor

Athens College,
Athens, Greece



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cough drop**

medicated with
throat-soothing ingredients
of Vicks VapoRub.

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COUGH DROP**

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ers of what is going on in the world
today—to bring them the news
which can best be told with pictures.

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TARGETEER

The sure-fire GIFT *for everyone in the family*



ONCE every two or three years, along comes *one* Christmas gift that's "just the thing" for *anyone* on your list. This year, Targeteer fits the picture. No matter how many problem names you have to worry about, here's a gift that suits your purse and purpose perfectly. For the youngsters or their grandma—for the office boy or boss, Targeteer will be the prize package under the tree. Because this pistol is built for harmless fun—you can shoot it, without casualties, in the living room); because it's accurate—so accurate that anyone, with a little practice, can spin the birdies consistently at 12 feet, and because it has the balance and "feel" that makes you want to draw a bead and squeeze the trigger. In a nutshell, Targeteer is just this: 10 inches of sturdy target pistol, cleverly packed in a backstop carton with 500 shot and two sets of tricky targets. Your favorite department, sports goods, or hardware store sells the package complete for just \$2.00. Put Targeteer on your list for any member of the family, and, just to make sure that Christmas doesn't come and go without its added cheer, get one for yourself to-day.



Attractive and useful, Targeteer's carton becomes a backstop for two amusing targets.



Balance in a target pistol promotes straight shooting. Test the "feel" of the Targeteer.



Copper-coated Targeteer Shot comes in red-white-and-blue metal tubes, 500 for a dime.

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